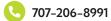# Lauren Perrin

I am a Visual Designer with 7+ years of experience in branding, illustration, and UI/UX design. I specialize in developing cohesive visual systems and engaging digital experiences for diverse clients, ranging from health education organizations to public sector initiatives. I am passionate about design that tells meaningful stories and builds connection.

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Experience

California Governor's Office of Land Use and Climate Innovation
Digital Communications Lead, UX Designer

Sacramento, CA | November 2022–Present

+ Lead digital communications, including brand integration across social media, digital materials, and digital products.
+ Directed ideation, concept development, and digital strategy for a full website rebrand.
+ Serve as the design liaison to the Web and Applications team, overseeing visual design and contributing to UX for digital services and products.
+ Ensure consistency in visual identity across all digital channels.

ETR
Senior Designer

Sacramento, CA | September 2018–October 2022

+ Led multiple design projects and campaigns and developed brand strategies for various initiatives.
+ Planned, designed, and implemented several websites, ensuring cohesive visual communication and functionality.
+ Collaborated closely with the web development team, creating user flows, wireframes, and prototypes.
+ Supported cross-functional teams by delivering scalable visual systems and digital assets.

Freelance

Partnership for Health Equity and Inclusion (PHEI)
Visual Designer & Web Developer | 2023–Present

+ Develop and maintain website content and visual identity.
+ Support branding development and digital design across platforms.

CalmUnity Radio
Visual Designer & Web Developer | 2023–Present

+ Create, maintain, and update website pages and visual identity.
+ Perform ongoing website monitoring, maintenance, and performance checks.

Qualifications & Skills

+ Branding, campaign design, and visual communication strategy
+ Adobe Creative Suite, Figma, Microsoft Office, Slack, Sketch, Google Workspace,
+ UI/UX design principles and user-centered design methodology
+ Messaging development and visual system creation for brand initiatives
+ Front-end development: HTML, CSS, JavaScript, PHP, Git
+ Responsive web design and interaction design
+ Website management using WordPress and other CMS platforms, including layout customization, content strategy, and plugin integration
+ Strong collaboration, problem-solving, and strategic design thinking

Education

Sacramento State University
2015–2018

Bachelor of Science: Graphic Design

References

Available upon request