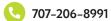
Lauren Perrin

Visual Designer with expertise in branding, illustration, and UI/UX design. 7+ years expereince in developing cohesive visual systems and engaging digital experiences for diverse clients, from health education to public initiatives. Passionate about design that tells stories and builds connection.

laurenpdesign.com







Experience

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

Sacramento, CA | November 2022-Present

As a Digital Communications Lead at the Governor's Office of Land Use and Climate Innovation, I oversee all digital communications such as brand integration across social media platforms, educational materials, and website user interfaces. I was the lead user experience designer for a website rebrand, and provided brand strategy to the organization. I worked across multiple teams including leadership and product owners to gather research and conduct user testing.

ETR

Senior Graphic Designer

Sacramento, CA | September 2018-October 2022

In my role as a Senior Graphic Designer at ETR, I lead multiple projects and campaigns and provided brand strategies. I helped plan, design, and develop websites for funded programs, and ensuring the websites are visually appealing, user-friendly, and functional. I also worked with the web development team creating user flows, wireframes, and prototypes.

California Governor's Office Of Planning & Research Graphic Design Intern

Sacramento, CA | September 2017-August 2018

During my time at the Governor's Office of Planning and Research, I advanced my front end development skills and learned more about responsive design and user interface as well as user experience. I also helped customize websites and appearance and functionality using HTML, CSS, and JavaScript.

Freelance

Partnership for Health Equity and Inclusion (PHEI)

2023-Present

I am visual designer and a web developer to help update content on the PHEI website, as well as help build out their brand identity.

CalmUnity Radio

2020-Present

I am a web developer and visual designer to create, maintain, and update web pages and identity on CalmUnity's website, as well as performing ongoing availability and performance monitoring and traffic analysis.

Qualifications & Skills

- + Skilled in branding, campaign design, and visual communication strategy.
- Proficient in Adobe Creative Suite,
 Figma, Sketch, Microsoft Office, Google
 Workspace, and Slack.
- Excellent understanding of user interface (UI) and user experience (UX) design principles.
- Strong ability to craft messaging and visual systems for campaigns and brand initiatives.
- Versatile in front-end development (HTML, CSS, JavaScript, PHP, Git) for responsive web design
- Strategic thinker with experience developing and expanding visual identities across multiple channels.
- Experienced in managing and designing websites using WordPress and other CMS platforms, including content strategy, layout customization, and plugin integration.

Education

Sacramento State University

2015-2018

Bachelor of Science: Graphic Design

References

Available upon request

