

Lauren Perrin

Visual Designer with expertise in branding, illustration, and UI/UX design. 7+ years experience 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.



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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

