

LAUREN BROOKS



GRAPHIC DESIGNER | DIGITAL CONTENT MANAGER

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I'm Lauren, a graphic-designing, brand-building, trend-spotting enthusiast with a passion for french fries and finding the perfect font pairing. With over four years of experience, I specialize in blending bold creativity with strategic design to craft visuals and brands that make a lasting impact.

At VIIA, I lead the charge in graphic design and visual storytelling, from creating scroll-stopping social media content to designing campaigns and spearheading rebranding initiatives. Whether it's crafting engaging Instagram posts or shaping cohesive brand identities, I thrive on work that connects with audiences and delivers results.

EXPERIENCE

Lead Graphic Designer & Digital Content Manager | 2024-Present

VIIA Hemp Co.

- Lead VIIA's creative vision, delivering impactful designs across digital and print platforms.
- Partner with the Art Director on rebranding projects, including packaging design and social media assets.
- Design platform-specific visuals using Adobe Creative Suite and Figma, ensuring brand consistency.
- Plan and manage monthly social media calendars, producing engaging, trend-driven content.
- Analyze performance metrics to optimize organic and paid campaigns, strengthening audience connections.

Owner & Creative Director | 2023-Present

Arcana Design Studio

- Lead a team at Arcana Design Studio, crafting cohesive brand identities across digital and physical platforms.
- Specialize in branding, social media assets, website design, and product packaging, tailoring projects to client goals.
- Focus on user-centered design and market research to create consistent, competitive, and memorable brand experiences.
- Combine creativity and strategy to deliver impactful solutions that connect with audiences and drive results.

Senior Graphic Designer | 2022-2024

Backroom Records

- Designed visually compelling album covers, motion graphics, and custom social media headers for Backroom Records.
- Collaborated with the owner to reimagine the brand, aligning it with current trends for a cohesive identity.
- Blended design fundamentals with storytelling to amplify artists' voices and connect with fans.
- Created impactful visuals that resonated with each song's essence across digital and physical platforms.

SKILLS

Graphic Design	<div><div style="width: 100%;"></div></div>
Brand Design	<div><div style="width: 85%;"></div></div>
Product Packaging	<div><div style="width: 90%;"></div></div>
Website Design	<div><div style="width: 75%;"></div></div>
Social Management	<div><div style="width: 80%;"></div></div>
Content Creation	<div><div style="width: 85%;"></div></div>
Print Materials	<div><div style="width: 90%;"></div></div>
Adobe Suite	<div><div style="width: 95%;"></div></div>
Figma	<div><div style="width: 80%;"></div></div>

EDUCATION

University of Cincinnati | 2014-2017

Fine Arts

LIKES & DISLIKES

Likes

Traveling, fantasy novels, coffee, spin class & pilates, plants, my roommates cat, cooking, film photography, painting, hiking, and trying as much food as possible

Dislikes

Beans, being judgmental, airplane snacks, spin class & pilates, tiny ketchup packets because they never give you enough, and floppy french fries

GRAPHIC DESIGNER