

LAUREN INNELLA

VISUAL DESIGNER

PORTFOLIO // WWW.LAURENINNELLA.COM

WEB DESIGNER

CHARMING SHOPPES, FASHION BUG DIVISION
// BENSLEM, PA
NOVEMBER 2010 - PRESENT

- Create website graphics for home page and landing pages on fashionbug.com
- Design / code promotional emails for over 300,000 email subscribers
- Solely responsible for website design and email design templates for lanebryantoutlet.com
- Sole designer responsible for web graphics and email graphics for loop18.com, Fashion Bug's juniors' plus-size brand

ART DIRECTOR

HARRIS, BAIO & MCCOLLOUGH // PHILA, PA
NOVEMBER 2008 - OCTOBER 2010

- Collaborate with account executives about relationships between marketing strategy and user interface design for websites, microsites and landing pages
- Design various print and web marketing collateral such as: logo design, ads, banner ads, sell sheets, brochures, case studies, websites, storyboards for flash sequences, dimensional and 2D mailers, signage and stationery.
- Assist in headline and copywriting for some accounts including ads and other web graphics
- Advise on SEO best practices for headlines and body copy on websites
- Construct HTML emails, online Flash presentations and video sequences

SENIOR GRAPHIC AND WEB DESIGNER

VOVEO MARKETING GROUP // MALVERN, PA
OCTOBER 2006 - AUGUST 2008

- Coordinated and designed a range of print collateral
- Designed user interfaces for over 30 clients
- Handled print coordination, printing quotes, press checks and relationships with vendors
- Collaborated in strategy meetings, conducted market research and price scoping for all projects.
- Presented "winning" concepts or designs over 75% of the time when mock-ups from 4 other designers were also presented to the client.

ILLUSTRATOR & PACKAGE DESIGNER

(FREELANCE)

HILCO CORPORATION // KING OF PRUSSIA, PA
AUGUST 2005 - SEPTEMBER 2007

- Designed novelty toys and toy packaging for clients such as K-Mart, Wal-Mart, Wal-Greens, Toys R Us, Dollar General and CVS
- Participated in creative strategy formation and R&D

PROPRIETOR

INNELLADESIGN, INC // PHILADELPHIA, PA
AUGUST 2004 - SEPTEMBER 2007

- Boutique design firm owner, responsible for creative projects from conception to completion
- Designed various marketing collateral, websites, corporate IDs, etc for over 30 clients in the Pennsylvania, New Jersey and Delaware and New York areas
- Managed between 5-10 projects per month, simultaneously and brought in over \$6K/month in new projects through business development and in-house marketing
- Responsible for all aspects of the business from design and production, bookkeeping, marketing and sales
- Hired and oversaw copywriter, website developer and photographer

TECHNICAL SKILLS

- Mac / Window OS
- Adobe Creative Suite
- Adobe Flash CS3 (basic to intermediate action script)
- Adobe Dreamweaver CS3 (xHTML and CSS)
- JavaScript/JQuery (Basic)
- Microsoft Office (Word, Excell, PowerPoint)

EDUCATION

(Please see next page.)

EDUCATION

University of the Arts - Philadelphia, PA

College of Continuing Education
Web Design & Multimedia Courses
2009 - Present

A.S. The Art Institute of Philadelphia - Philadelphia, PA

Graphic Design
2002 - 2004

B.A. The Pennsylvania State University, University Park, PA

Fine Arts, Liberal Arts and Italian Language
1998 - 2002

LANGUAGES

Italian // conversational
Spanish // basic to mid-level