



# LAUREN HURST

Graphic Designer/Art Director

Hi! I'm Lauren, a brand-focused creative who has been building personality-driven brands for over 5 years. I love elevating brands to their full potential through compelling visual storytelling and bold design.

## CONTACT

[lindslau000@gmail.com](mailto:lindslau000@gmail.com)

801.739.1583

Provo, UT (Starting Summer '26)

## PORTFOLIO

[www.lurrst.work](http://www.lurrst.work)

## SKILLS

Branding  
Art Direction  
Team Leadership  
Print Design  
Digital Design  
Typography  
Video Editing

Motion Graphics  
Experiential Design  
Campaign Planning  
Vendor coordination  
Project Management  
Collaboration  
Copywriting

## TOOLS



Adobe  
Illustrator



Adobe  
Photoshop



Adobe  
InDesign



After  
Effects



Adobe  
Premiere



Procreate

## EXPERIENCE

### Creative Services Lead (Art Director/Graphic Designer)

Northern Lights (*Northern Lights, Barber Street, Trapp Fragrances*) Oct 2024–Present

- Directed the brand's first-ever video campaign, resulting in the featured product's highest ever month-over-month sales increase.
- Art directed brand photoshoots, capturing core brand marketing visuals and strengthening brand visual identity.
- Planned, designed, and constructed large-scale tradeshow installations, creating visual interest and contributing to one of our strongest show sales seasons.
- Managed a junior designer, providing creative direction, feedback, and support across digital, print, and photography projects.
- Led updates of NL subsidiaries branding, overseeing evolution of brand assets to align with new creative direction including logo design and photography.

### Graphic Designer

Trove Brands (*Canoo, Whiskware*)

Sep 2023–Mar 2024

- Pioneered Canoo brand identity for strong brand launch in major US retailers.
- Overhauled preliminary Canoo website design, improving UX and brand messaging.
- Executed digital marketing campaigns from concept to final product, driving sales.
- Co-directed product photoshoots, creating brand consistency across all channels.
- Collaborated with teammates to shore up brand visual identities and voice.

### Graphic Designer

Monovo

May 2021–Sep 2023

- Spearheaded Monovo brand refresh, elevating brand from startup to legitimate market competitor.
- Designed product packaging and coordinated with vendors through the printing process, giving products credibility and personality in the marketplace.
- Crafted multi-media educational brand materials to reach diverse audiences.
- Designed marketing website, driving brand engagement and market credibility.
- Facilitated design and distribution of mass marketing assets from concept to execution, including designs for the company's first tradeshows.
- Conducted and led in-depth brand and market research, giving valuable insight into brand position and opportunities.

### Graphic Designer

BYU Electrical and Computer Engineering

Apr 2019–May 2021

- Concepted, designed, and facilitated printing of large-scale university art installations.
- Rebranded department-to-student communications, updating old brand identity.
- Designed department promotional material, streamlining student/teacher communications.
- Designed logos and branding for various external affiliates, solidifying department credibility and increasing reach.

## EDUCATION

Brigham Young University, School of Communications

Advertising Emphasis, BA

April, 2021