



# LAUREN HURST

Graphic Designer

## CONTACT

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801.739.1583

Olean, New York

## PORTFOLIO

www.lurrst.work

## SKILLS

Branding ●●●●●  
Logo Design ●●●●●  
Illustration ●●●●○  
Color Theory ●●●●●  
Motion Graphics ●●●●●○  
Package Design ●●●●●  
Web Design ●●●●○  
Typography ●●●●●  
Iconography ●●●●●  
Video Editing ●●●●○  
Strategy ●●●●●  
Collaboration ●●●●●  
Communication ●●●●●

## SOFTWARE



Adobe  
Illustrator



Adobe  
Photoshop



Adobe  
InDesign



After  
Effects



Adobe  
Premiere



Adobe  
XD



Procreate

## EDUCATION

Brigham Young University, School of Communications,  
Advertising Emphasis, BA—GPA 3.83

April, 2021

## EXPERIENCE

### Junior Graphic Designer

Trove Brands—Canoo, Whiskware Accounts

September 2023-Present

- Pioneered Canoo brand identity, allowing strong brand launch in major stores across US.
- 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, maintaining brand consistency across all channels.
- Collaborated with teammates to shore up brand visual identities and voice.

### Graphic Designer

Monovo

May 2021-September 2023

- Spearheaded Monovo brand refresh, elevating look from startup to market competitor.
- Crafted multi-media educational brand materials for diverse audiences.
- Designed marketing website, driving brand engagement and market credibility.
- Facilitated design and distribution of mass marketing assets from concept to execution.
- Conducted and led in-depth brand and market research, giving valuable insight into brand position and opportunities.

### Graphic Designer

BYU Electrical and Computer Engineering

April 2019-May 2021

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

## PROJECTS

### Brand Development and Launch

Trove Brands—Canoo

September 2023-Present

- Logo exploration and finalization
- Color palette selection
- Digital marketing asset (email, ads, etc.) generation
- Photoshoot styling and co-direction
- Custom illustrated assets, stickers, and icons
- Complete Website design

### Harry Potter + Whiskware Digital Marketing Campaign

Trove Brands—Whiskware

October 2023

- Creation of multi-part digital email campaign
- Digital ad creation of all major social sites
- Co-branding collaboration with Warner Bros.
- Campaign-specific website redesign
- Photo shoot assistant

### Monovo Brand Identity

Monovo

May 2021 - September 2023

- Color palette selection
- Custom icon/asset curation
- Packaging design for 4 new products
- Complete ground-up website design
- Promotional video animation, illustration, script, and sound editing.