

## SOFTWARE PROFICIENCIES

Adobe Creative Suite CC • Microsoft Office Suite

Figma • Sketch

ScreenFlow SharpSpring Bridgemail Constant Contact  
Mailchimp WordPress Squarespace Wix Canva

### Digital Drawing / Illustration

Wacom Intuos4 Corel Painter Sketch Pad  
Nik Color Efex Pro 3 WE6 Autodesk SketchBook Express 2011

## TECHNICAL SKILLS

Ui/Ux Design • Art/Creative Direction • Graphic Design  
Marketing • Branding • Prototyping • Wireframing  
User Testing • Responsive Web Design • Typography  
Front-end Developer • Information Architecture • Apps  
User Centred Design • Google Analytics / SEO • CRM  
Detail Orientated • Time Management • Self-Directed  
Color Theory • Production/Traffic Management • Web3  
Event Planning & Coordination • Social Media • Crypto  
Traditional Drawing / Illustration • Brainstorming • AI  
Familiarity with Action Script Coding & Max / MSP Jitter  
Photography | Digital Black & White Film Processing

## EDUCATION

MicroMasters in Design Thinking, February 2022

RIT | Rochester, NY

- Ui/Ux

Bachelor of Fine Arts, May 2011

Alfred University | Alfred, NY

School of Art + Design NYSCC

- Concentration: Graphic Design & Expanded Media
- Minor: Marketing

*Dean's List (Spring & Fall 2010, Spring 2011)*

## MEMBERSHIP

Member of AIGA (Upstate NY Branch)

2008—

Member of AU's AIGA Student Group—Design Alliance

Fall 2008—May 2011

*Vice President (May 2010—May 2011)*

## EXHIBITION

BFA Senior Thesis Exhibition

*Reflections in COLOR*, May 7, 2011

*Reflections in COLOR* is a series of work that embodies a study of color-evoked memories resulting from our perceptual, physiological and psychological experiences with color.

## PUBLICATION

*Retrospective BFA 2011*

As VP of AU's AIGA student group, I co-lead a group of fellow design students and AIGA members through the design and production of a retrospective catalog that featured the work of BFA 2011 graduates of the School of Art + Design in the New York State College of Ceramics at Alfred University.

Lauren S. Klepacki



## EXPERIENCE

Ui/Ux Designer for Web3 • June 2022—January 2024

Vetter Platform | Remote

UI for a crypto platform and DApps (decentralized applications). Worked with an international team. Developed look and feel for web3 platforms/ dApps with focus on user experience. Conducted user research and interviews. Developed prototypes and wireframes in both low and hi fidelity. Worked directly with programmers to instruct and create end products. Worked on stealth launches by developing custom graphics, Ui for website and memes for social media marketing campaign. Also developed and maintained brand identity, marketing website, marketing materials and custom graphics.

Art Director • December 2014—April 2020

Assistant Art Director • August 2011—December 2014

The Verdi Group, Inc. | Pittsford, NY

- Collaborate/coordinate with team members and vendors
- Manage production of projects
- Manage traffic for projects and meetings
- Identify and create branding & identity for various industries
- Create concept art and finished design products
- Design to print of packaging, books, postcards, posters, and other materials
- Event preparation and creation of 'day of' items
- Front-end developer
- Mail merge documents for direct marketing campaign mailers to B2B and consumer audiences
- Social Media Management
- Ui/Ux design

### AMA | Rochester Pinnacle Awards

2018—DM/Direct Response | Carestream: CBCT Extremity Room Model

2014 & 2012—Marketer of the Year

2014—New Product or Service Launch | Carestream: DRX 2530C Launch

### Aster Awards

2019—Gold | Carestream: OnSight Extremity CT System Campaign

2018—Gold | Carestream: Ultrasound Infection Control Direct Mail

2016—Silver | ACM Medical Laboratory: Just Whistle!

2016—Bronze | Carestream: *The Stream* Customer Loyalty Program

2015—Gold | Carestream: *The Stream* Customer Loyalty Program

2014—Gold | Carestream: DRX 2530C Detector and Coloring Book

### Communicator Awards

2014—Silver | Perry Vet Rebranding

### DMA Echo International Award

2014—Leader | Carestream: 2530C Launch Campaign

2012—Leader | Carestream: DRX-Revolution 'Hats' Campaign

### Healthcare Advertising Award

2017—Silver | Carestream: *The Stream* Customer Loyalty Program

2016—Gold | ACM Medical Laboratory: Just Whistle!

2016—Merit | Carestream: *The Stream* Customer Loyalty Program

2015—Merit | Carestream: *The Stream* Customer Loyalty Program

### PRSA Rochester PRISM Awards

2019—Carestream: OnSight Extremity CT System Campaign for ortho practices

2018—Carestream: Ultrasound Infection Control Campaign

2014—Carestream: DRX 2530C

2012—Carestream: DRX-Revolution 'Hats' Campaign

### Summit International Awards

2019—Bronze | Carestream: Consider Carestream

2018—Silver | Carestream: CBCT Extremity Room Model

Freelance Ui/Ux Designer • July 2010—

Self Employed | Fairport, NY

Consult clients on their Ui/Ux and design needs. Produce wireframes, prototypes, artwork and finished design products to the clients' specifications. Projects include branding, web design, apps, graphics, social media and print materials.