



Lauren Melton

Creative Director
User Experience Professional

WEBSITE PORTFOLIO

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SUMMARY

A Creative Director with 360 Degree Marketing experience, leveraging and combining all media to promote a brand. Interaction, visual design and front-end development. Strength in leading a creative team through a variety of marketing design projects across all platforms in digital, print and film.

SKILLS

Skilled in interactive marketing strategy, UX Design (interaction and visual) and printed marketing. Holds a passion for typography, photography, functionality, usability, color, and single spaces after a period. Offers strategic thinking for all marketing advertising initiatives. Expert in Adobe Creative Suite, Axure, Final Cut Pro, iWork, Microsoft Office, Mac Computers. High Level of knowledge of HTML5, CSS, .NET and Responsive Design.

EDUCATION

Texas Tech University
Bachelor of Fine Arts
Major: Graphic Design
Minor: Packaging

REFERENCES

Available upon request.

EXPERIENCE AND CAREER HIGHLIGHTS

Rockfish Interactive: Frisco, TX

Art Director, October 2015 – Present (Contract)

- Created detailed UX/UI Style Guides for teams of Developers to reference UX/UI best practices on business desktop/mobile applications and websites for corporate alignment of internal technology groups at Walmart.

Big Game USA: Dallas, TX

Art Director, August 2015 – October 2015 (Contract)

- Ecommerce website upgrade and maintenance. Adding additional features and products to retail website. Strategize marketing for launching of new products in scheduled release. Designed custom packaging and implementation of packaging for several new products.
- Directed and coordinated series of hype videos for social media campaigns with several NCAA institutions. Planned social media launch over multiple avenues with an extended release over time.

US Jesco International: Carrollton, TX

Creative Director, February 2009 – May 2015

- Design branding, packaging and sales collateral exclusively for over 20 quality home products owned by international marketing group.
- Implemented UX and UI for B2B and Sales websites and mobile applications.
- Created the information architecture, visual and interaction design, wireframes and front end development on mini-sites, external sales sites, internal training and sales tracking websites, as well as business applications.
- Primary sales channels consist of QVC network and major national retailers including Costco, SAM's Club, Sears, Canadian Tire, K-Mart, Belk and AAFES.
- Managed overall creative tone and brand continuity between numerous product lines, providing creative direction for product and packaging photo shoots.
- Created, developed, functionality and maintained highly successful eCommerce Website including inventory and sales management tool, UPS shipping tool and merchant account access. Backend fulfillment system controls online orders and customer service orders and shipping. Over \$3 million in sales and support.
- Designed & installed over 35 interactive scan-based video end caps in Walgreens.
- Wrote, directed and edited numerous commercial, training and B2B videos.

Products: EuroCAST Cookware, HAAN Steam Mops, Mr. Sticky Lint Roller, Magicloth Chamois, Cheese Mill, Euro Clean Steam Fusion System and Master Cut Elite Knives.

AEGON Direct Marketing Services/Transamerica: Plano, TX

Internet Senior Art Director (UX Designer), November 1999 – January 2009

- Instrumental in design and HTML production of 28 Internet and 15 Extranet Web sites for in-house eCommerce division of international Direct Marketing firm.
- Designed and created User Experience for Customer Service Portal with hundreds of pages of information for the Customer Service Department.
- Handled the information architecture, visual and interaction design, wireframes and front end development of over 40 internal and external websites.
- Solely responsible for achieving and maintaining high search engine rankings through use of Meta tags, optimized images and search-friendly HTML table designs for both visitor and members-only Web sites.
- Work with Creative Director, account managers and IT developers to facilitate usability and functionality of all sites, including online customer enrollment and management of personal profiles.

Clients: JCPenney, Veterans Life, PlanPlus, LeisurePlus, QuestSavers, Stonebridge Life Insurance, PetLife PetClub, Health Extras, MotorPlus and BackPorch.

JCPenney Life Insurance Company: Plano, TX

Graphic Designer, August 1997 – November 1999

- Produced and designed brochures, inserts, envelopes and variety of targeted direct mail campaigns for Business Partners and Membership Services marketing to 50 million strong JCPenney customer base.
- Handled pre-press separations to reduce printing costs. Instrumental in design and production of new JCPenney credit card campaign.

Clients: JCPenney, Hudsons Bay, Zellers, CapitalOne, Citibank, Eckerd, Sears Canada, Chase Manhattan Bank and AT&T.