

Lauren Dykes

Art Director | Brooklyn, NY

Freelance art director and fast learner open to exploring a variety of areas including creative strategy, creative ops, project management, publication, & editorial design.

Experience

- SEP 2023 - PRESENT CREATIVE, AnalyticsHero
- Build and update design for website, newsletter, and client presentations. Manage business operations and projects using Excel and PowerPoint.
- MAY 2022 – SEP 2023 JR ART DIRECTOR, TBWA\Media Arts Lab
- Ideate, design, and execute advertising and social campaigns for iPad, Mac, iPhone, Siri, and Apple Fitness+.
- OCT 2019 – APR 2022 ART DIRECTOR, BYU AdLab
- Ideate and create spec projects as well as collaborating with agencies (BBDO, The Martin Agency, BonCom) to work on one-off client briefs.

Skills

- Adobe Creative Cloud
- Concepting and campaign ideation
- Creative operations
- Data entry
- Email marketing and newsletters – Mailchimp
- Web Design – Framer
- Interpersonal Communication
- Client relations

Awards

- D&Ad New Blood Portfolio Winner 2022
- One Club Young Ones Portfolio Winner 2022
- Communication Arts Advertising Annual 2022 Feature: The North Face
- Creative Review New Talent Issue 2022 Portfolio Feature and Interview

Education

- APRIL 2022 BACHELOR OF FINE ARTS, BYU
Emphasis in Communications – Advertising.
- APRIL 2019 ACTFL PORTUGUESE FLUENCY
Certification

Contact

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