

Lauren Huston – Designer & Creative – laurenhustondesign.com

EXPERIENCE

Print Art Director

Dream Town Realty – *November 2023 – present*

- Ensure brand identity consistency on all print projects designed by other members of the Design team
- Create Dream Town branded powerpoint presentations and manage the upkeep of the templates
- Review bi-weekly postcard proofs in Slack and manage edits among the team
- Research, conceptualize, and design collateral for monthly campaigns
- Create custom branding for brokers and broker teams when needed
- Work closely with the Digital Art Director to define and elevate the Dream Town brand
- Oversee the management of the yearly marketing content calendar

Handlettering Artist

Punkpost – *April 2019 – present*

Senior Graphic Designer

Dream Town Realty – *February 2021 – November 2023*

- Designed custom print and digital marketing pieces for the Dream Town brand
- Maintained working relationships with vendors
- Managed the creative development and internal implementation of new broker-facing design software
- Designed for new developments, including signage, social media, event marketing, and brochures
- Implemented the creative brief and streamlined the project request process
- Worked through the Dream Town rebrand, including re-designing major print collateral
- Researched, redeveloped, and redesigned Award Winning dreamtown.com's UX/UI processes

Graphic Designer

Ricondo & Associates – *August 2019 – February 2021*

Production Designer

Dream Town Realty – *February 2018 – August 2019*

Graphic Designer

CINgroup – *May 2017 – February 2018*

RECOGNITION

Best Brokerage Website • dreamtown.com

Chicago Agent Magazine – *November 2023*

EDUCATION

Bachelor of Fine Arts, Communication Design – Texas State University