Lauren Shrimplin

Multimedia Designer

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Education

Columbus College of Art & Design
Bachalors Degree | Magna Cum Laude

Skills

- Adobe Creative Cloud:
  - Photoshop
  - Indesign
  - Illustrator
  - Premier Pro
  - After Effects
  - Express
  - FireFly
- ZBrush
- Toonboom Harmony
- Storyboard Pro
- Microsoft Office:
  - Word
  - Excel
  - Power Point
- Wix

Awards & Recognition

- 2018-Botticelli Magazine
  Three submissions accepted.

Bio

Multimedia Designer with an educational background in 2D animation and professional experience in graphic design, video production, motion graphics, storyboarding, and digital advertising. Skilled in developing creative content from concept through final production across digital, print, and social media platforms.

Work Experience

Social Media Administrator | Multimedia Designer

Discount Drug Mart **June 2020 - Present**

- Create graphics, reels, videos, and promotional content for Facebook, Instagram, and X,as well as montly promotional text messaging, maintaining a year-round presence through a 365-day social media content calendar.
- Produce and edit 15–30 second promotional videos for Grocery TV using Adobe Premiere Pro and After Effects, incorporating motion graphics, visual effects, and AI-generated video elements.
- Utilize Adobe Firefly and Adobe Express to create AI-assisted product imagery, staged promotional scenes, and creative assets for beauty book publications and social media advertising.
- Produce traditional product photography and assist with model-based product presentations for beauty book covers, as well as promotional imagery for social media campaigns.
- Collaborate with internal teams and campaign partners to develop graphics and multimedia content for special events, fundraising initiatives, and marketing campaigns, ensuring accuracy and consistency with campaign messaging.
- Maintain website promotions through scheduled web sliders and monthly seasonal promotional content blocks.
- Independently develop and produce 2D animated projects, managing the creative process from concept development and storyboarding through character design, animation, revisions, and final delivery.
- Earlier retail experience includes cashiering, photo technology, deli operations, customer service, and store maintenance.

Illustration | Graphic Design

Freelance **September 2022 - September 2023**

- Created custom illustrations and graphic designs for individual clients, including stylized family portraits, logos, and apparel designs.

Oliver Inc. **August 2021 - December 2021**

- Develop concept designs for holiday carton.

Character Design

Supernatural Sid, an animated Bible series **February 2021 - April 2023**

- Collaborated with Art Director on creating a variety of background characters in the unique style of the animation.

Storyboard | Animation

WOSU Public Media Columbus **November 2019 - May 2020**

- Conducted detailed research on local history, emphasizing accuracy in environment, attire, and automotive elements for project precision
- Created a one minute 2D animatic with rough sound for concept review.
- Produced script and characters based on research and issue of the time period.