



# LAUREN HARNED

Multidisciplinary Designer + Woo Girl

lauren.p.harned@gmail.com | (918) 639-6662

PORTFOLIO

## TOOLS

Figma  
FigJam  
Photoshop  
Illustrator  
InDesign  
After Effects

## SKILLS

Art Direction  
Mentorship  
UI/UX  
Digital Strategy  
Prototyping  
Wireframing  
Design Systems  
Agile Work Style  
Product Design  
Accessible Design

## WOO

High Initiative  
Persuasive  
Sociable

People with Woo (Winning Others Over) enjoy the process of connecting, and help people connect with one another. They are outgoing, and build rapport by learning about others, and bring energy to social interactions.

CliftonStrengths · StrengthsFinder

## EXPERIENCE

**2019-PRESENT | THE NORTH FACE**

### Senior Digital Art Director

- Guide and mentor a team of designers
- Collaborate, ideate and test with cross-functional teams providing digital expertise and being a connector between teams, even brands.
- Develop and participate in flex projects
- Create and maintain templates and design systems across website, email, app and mobile messaging.
- Oversee and execute in the end-to-end design process from concept to QA
- Execute brand-right, premium designs on key digital experiences
- Proactively identify potential challenges and implement solutions-focused strategies to streamline processes and address unexpected obstacles.

**2015- 2019 | SELF-EMPLOYED**

### Multidisciplinary Designer

Worked independently and with agency teams on a variety of clients, from small businesses to high-profile projects. Produced print, digital, and animated assets for diverse platforms and industries, while also honing skills in client management, accounting, and overall business operations.

**2013- 2015 | BLUEVIEW AGENCY**

### Art Director

Managed daily and weekly creative project timelines, overseeing interns and vendors while maintaining brand integrity. Collaborated with Creative Director, Content, and Development teams to deliver high-quality creative work across digital-focused platforms, from concept through production.

**2011-2013 | BROTHERS & CO (IDEA RANCH) | GRAPHIC DESIGNER**

**2010-2012 | SKYLINE MEDIA | GRAPHIC DESIGNER**

**2009-2010 | UNIVERSITY OF OKLAHOMA DAILY | DESIGN CHIEF**