



Lauren
Vrolyk
Creative



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Leadership Skills

- Able to see the bigger picture or the greater brand vision.
- Gives feedback in a clear and effective manner.
- Adaptable—able to change direction or face challenges with ease.
- Strategic thinker who is able to align creative vision with business goals.
- A mentor who guides and develops the skills of team members.
- Master collaborator who seamlessly works with various departments and on diverse projects daily.

Creative Skills

- Creative Direction
- Art Direction
- UI/UX Design
- Digital Design
- Brand Identity
- Print Design
- Typography and Layout
- Illustration
- Iconography Design
- Marketing/Campaign Design
- Environmental/Wayfinding
- Interior Design

Hi there! I'm Lauren, a passionate creator and visual storyteller.

I have 10+ years of experience in design, marketing and brand. Whether I am designing a website, promotional ads or pitch decks my end goal is for the user to resonate with the brand—to feel connected to the experience and the story we are trying to tell. From brainstorming, to execution, I am fulfilled by the creative process, knowing how impactful design can truly be.

Work Experience

Creative Director | Xceleration Inc.

Charlotte, NC, October 2021 - present

- Mentors and develops the Creative Team.
- Guides direct reports in design and soft skill growth.
- Collaborates across teams to strategize and execute visions.
- Spearheads creative projects from concept to delivery.
- Evolves and maintains brand consistency internally and for clients.
- Advocates for design, enabling on-brand experiences company-wide.
- Reflects company culture and values through visuals.
- Audits and enhances the UI/UX of our product RewardStation® (SaaS Platform).
- Stays current on design and marketing trends, including AI.

Lead Visual Designer | Arthur Elliott

Charlotte, NC, June 2019 - October 2021

- Designed websites, branding, and ads, at a Senior Designer level, for internal and external clients.
- Developed strategies, provided art direction, and executed designs.
- Managed vendor sourcing, pricing, and relationships.
- Created strategic, cohesive advertising and marketing campaigns.
- Collaborated with developers to implement and QA UI/UX designs.

UI/Graphic Designer | Xceleration Inc.

Charlotte, NC, August 2016 - June 2019

- Designed UI/UX for our product RewardStation®.
- Developed strategies and vision boards with clients.
- Created wireframes, comps and prototypes for delivery.
- Worked with developers in an agile environment.
- Led luxury print and digital catalog design.
- Managed vendor sourcing, pricing, and relationships.
- Shaped internal brand identities for Xceleration, Gravy, and Luxury Concierge Travel.
- Maintained expertise in our global clients' evolving, complex brands.

Technical Skills

Expert in the following tools:

- Adobe Creative Suite:
Photoshop, Illustrator, InDesign, XD and Acrobat Pro
- Microsoft Office Suite:
PowerPoint, Word, Excel and Outlook
- Project Management Tools:
such as JIRA and Wrike
- AI Tools:
such as ChatGPT, DALL•E and Synthesia

Education

Savannah College of Art and Design, Savannah, GA Bachelor of Fine Arts, Graphic Design

- Graduated November 2013, Summa Cum Laude
- Cumulative GPA: 3.92;
Academic Honors: Dean's List

Work Experience Continued

Graphic Designer | Technekes LLC

Charlotte, NC, December 2013 - August 2016

- Worked with internal and external clients to develop brand identities and brand assets.
- Designed and delivered web application layouts and email templates for internal and external clients.
- Designed promotional print material for ongoing marketing campaigns.
- Managed and maintained vendor sourcing, pricing and relationships.
- Provided presentation support and design to various teams and clients.
- Designed and maintained a brand for All-In to Fight Cancer and Ronald McDonald House of Charlotte's Red Shoe Shootout.
- Provided photography support for charity and company functions.

Awards

Frosting Award

Awarded by Xceleration, December 2022

The Frosting Award is presented to the person who goes the extra mile and produces work that represents Xceleration at the highest level. This award was specifically given to me because of my hard work managing and contributing to the design of both our new office buildings in Charlotte and Atlanta. My commitment to ensuring all of our design work, both internally and for our clients, is presented beautifully and effectively was also mentioned.

Rising Star Award

Awarded by Xceleration, December 2016

The Rising Star Award is presented to the employee, regardless of tenure, who is making great strides to contribute to the success of Xceleration. This award was given to me after my first year at Xceleration in celebration of all the design work I had done for our client Rodan + Fields. In a short amount of time I helped design and launch a large incentive recognition program for their sales representatives. This project included UI/UX design, a luxury merchandise catalog with packaging and various marketing campaigns.