



Lauren
Vrolyk
Creative



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Core Strengths

Creative Direction
Brand Identity Design
Digital & UI/UX Design
Campaign & Marketing Design
Art Direction
Mentorship & Team Development
Cross-Functional Collaboration
Storytelling & Visual Strategy
Design Systems & Consistency
Client Partnership
AI-Enhanced Creative Workflows

Technical Proficiency

Adobe Creative Suite
(*Photoshop, Illustrator, InDesign, XD*)
Figma
Microsoft Office Suite
Project Management Tools
(*JIRA, Wrike*)
AI Tools
(*ChatGPT, DALL-E, Synthesia*)

Education

Savannah College
of Art and Design (SCAD)
Savannah, GA

Bachelor of Fine Arts,
Graphic Design,
Summa Cum Laude

Cumulative GPA: 3.92

Academic Honors: Dean's List

Creative Director and hands-on designer with 12 years of experience in digital, brand, and program design.

For the past four years, I've led creative direction for global rewards and recognition programs including branding initiatives, designing digital platforms, and producing training and communication assets for enterprise clients including Philips, Lenovo, Western Union, Fiserv, and Sage. A collaborative leader who mentors designers and builds thoughtful, on-brand experiences that connect people to purpose. Passionate about bringing design, storytelling, and strategy together to create meaningful impact.

Professional Experience

Creative Director | Xceleration

Charlotte, NC | October 2021 - Present

Lead the creative direction and design execution for enterprise rewards and recognition programs serving global clients including Philips, Lenovo, Western Union, Fiserv, and Sage. Oversee all creative touchpoints including program branding, platform UI/UX, training materials, and marketing assets, to ensure cohesive, engaging, and on-brand employee experiences.

- **Manage and mentor** a growing design team of two, supporting professional development, creative growth, and one internal promotion from mid-level to senior designer.
- **Define visual identity systems** for large-scale incentive and recognition programs, including program naming, logo development, and comprehensive design guidelines.
- **Collaborate cross-functionally** with account, strategy, and development teams to align creative execution with client goals and technical requirements.
- **Audit and enhance** the UI/UX of Xceleration's SaaS platform, RewardStation®, improving visual consistency and user engagement across global programs.
- **Champion design standards** across the organization, ensuring all internal and client-facing materials reflect brand integrity and a unified creative voice.
- **Stay ahead of trends**, integrating AI tools and emerging design practices to streamline workflows and spark new creative approaches.

Lead Visual Designer | Arthur Elliott

Charlotte, NC | June 2019 - October 2021

Served as a senior-level designer and art director for integrated campaigns across digital, print, and branding. Partnered closely with clients and internal teams to translate marketing goals into strategic, visually cohesive creative solutions.

- **Led design execution and art direction** for national and regional brands including NAPA Auto Parts, Lennar, and North Star Real Estate.
- **Developed campaign concepts and brand systems**, ensuring design consistency across web, digital advertising, social, and print.
- **Collaborated with developers** to bring UI/UX designs to life, providing direction and QA support through launch.
- **Managed vendor sourcing and production**, maintaining quality and budget alignment for print and digital deliverables.
- **Contributed to creative strategy sessions** for client pitches and new business presentations.

Awards

Frosting Award (2022)

Xceleration

Recognized for leadership and design excellence in managing creative direction for Xceleration's new office spaces in Charlotte and Atlanta.

Rising Star Award (2016)

Xceleration

Awarded for exceptional performance in launching a major global incentive program for Rodan + Fields.

“**Passionate about mentoring designers, fostering creative collaboration, and creating design experiences that inspire connection.**”

Professional Experience Continued

UI/Graphic Designer | Xceleration

Charlotte, NC | August 2016 – June 2019

Supported the design and development of RewardStation®, Xceleration's SaaS-based rewards and recognition platform, while leading the creative design for internal and client-facing marketing materials.

- **Designed UI/UX layouts, wireframes, and prototypes** for platform enhancements in an agile environment.
- **Created brand identities and collateral** for internal brands including Xceleration, Gravy, and Luxury Concierge Travel.
- **Directed luxury print and digital catalog design** for client incentive programs.
- **Partnered directly with clients** to develop visual strategies and presentation materials aligned with program goals.
- **Managed vendor relationships** for print and production to ensure quality and consistency.
- Received Xceleration's *Rising Star Award* (2016) for contributions to the design and launch of Rodan + Fields' global recognition program.

Graphic Designer | Technekes

Charlotte, NC | December 2013 – August 2016

Delivered design solutions across digital, web, and print for marketing technology and B2B clients. Partnered with account teams and developers to translate business goals into engaging, on-brand creative assets.

- **Developed brand identities, web layouts, and digital assets** for client campaigns and internal projects.
- **Designed marketing collateral and presentations** that supported client storytelling and lead generation.
- **Collaborated with developers** to design and refine web application interfaces and email templates.
- **Managed production and vendor relationships** to ensure brand and technical consistency.
- **Supported nonprofit initiatives** such as *All-In to Fight Cancer* and *Ronald McDonald House of Charlotte's Red Shoe Shootout* with creative design and event photography.