

# LAUREN FOURCADE

Graphic Designer • Video Editor

## PORTFOLIO

[laurenfourcade.com](http://laurenfourcade.com)

## CONTACT

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Dallas, TX

## EDUCATION

### University of Oklahoma

Gaylord College of Journalism & Mass  
Communication | Class of 2021

Major: Creative Media Production

Minor: Film and Media Studies

GPA: 3.97/4.00

## SKILLS

- Advanced proficiency in graphic design and video editing utilizing Adobe Creative Cloud
- Print and digital expertise
- Art direction
- Illustration
- Copywriting
- Motion graphics
- Brand development
- Marketing strategy
- Pitching and presenting
- Project management
- Videography and photography

## STRENGTHS

- Leadership
- Constructive criticism
- Attention to detail
- Team collaboration
- Creative problem-solving
- Time management
- Self-sufficiency
- Adaptability
- Continuous learning

## REFERENCES

Available upon request

## RELEVANT EXPERIENCE

### OU Health | Oklahoma City (Remote)

Graphic Designer | June 2023 – Present

- Created a wide range of print and digital designs for OU Health clinics and OU Health Children's Hospital, including brochures, booklets, digital ads, social graphics, billboards, t-shirts, bus wraps, and motion graphics
- Ensured brand integrity and cohesion by adhering to strict brand guidelines in all design projects
- Developed the art direction of innovative design concepts, synergizing them with unique and persuasive copywriting to craft compelling and effective advertising campaigns
- Successfully pitched design concepts to clients, effectively communicating the strategic vision, brand messaging, and cohesive visual narrative
- Managed and executed design projects for complex medical initiatives, navigating intricate technical requirements and adhering to strict industry regulations

### Oklahoma Tourism and Recreation Department (OTRD) | Oklahoma City

Graphic Designer and Video Editor | December 2021 – May 2023

- Designed print and digital materials, including web pages, logos, apparel, infographics, social graphics, print ads, and email newsletters
- Edited videos for social media, broadcast commercials, and internal agency updates
- Created motion graphics and assisted the broadcast team with their existing graphic package in After Effects
- Played a pivotal role in conceptualizing, creating and launching national advertising campaigns within tight timelines and budget constraints
- Collaborated with cross-functional teams, including web developers, content writers, and an external marketing agency, in order to ensure success of wide-ranging creative projects

### Saxum | Oklahoma City

Graduate Fellow - Creative | July 2021 - December 2021

- Shot and edited videos and created designs for diverse local and national clients within demanding timelines
- Tailored design assets to align precisely with each client's unique brand standards and objectives
- Responded promptly to edit requests, ensuring seamless modifications to existing projects
- Applied a comprehensive understanding of digital and print formats to customize projects, aligning them with unique distribution goals
- Actively took part in group brainstorming sessions, offering unique ideas to support the objectives of each campaign

## RELEVANT ACHIEVEMENTS

### First Place, Commercial/PSA Category

2021 BEA Festival of Media Arts

For creating the animated video *Too Young to Wed*

### Oklahoma NextGen Under 30, Arts Category

2020 Awardee

For video and design work done with Oklahoma Visual Arts Coalition