

LAUREN HIDALGO

ABOUT

A creative designer fuses a background of art & technology with training in communication & project management to facilitate client relations and deliver designs quickly and efficiently.

I seek to learn from every experience and believe that mindset is the beginning of everything. I enjoy problem solving & discovering creative solutions to challenges.

EDUCATION

The University of Texas at Dallas **May 2015**
Bachelor of Fine Arts in Art & Technology (3.7/4.0)
Cum Laude & Major Honors

DESIGN/ILLUSTRATION PROGRAMMING FOUNDATIONS

CERTIFICATIONS

General Assembly **Aug. 2017**
 JavaScript Circuits Certification

HubSpot Academy **April 2017**
 Email Marketing Certification

SMU Professional Development **Jan. 2016**
 Cascading Style Sheets (CSS) Certification

SMU Cox School of Business **July 2015**
 Executive Ed., Summer Business Institute Certification

MARKETING ENTREPRENEURSHIP
 ACCOUNTING FINANCE

A.C.W.A. Combatives **June 2015**
 Green-Level Instructor Certification

Sunstone Yoga Academy **June 2012**
 RYT-200 Instructor Certification, Yoga Alliance

SKILLS



HTML5/CSS3

JAVA SCRIPT/JQUERY

WORDPRESS MANAGEMENT

RECENT WORK EXPERIENCE

Email UI Design/Development
 Capital One, Plano, TX

May 2018 - Present

- ▽ Designs & develops promotional + product emails and simple response landing pages using Sketch, Dreamweaver, Movable Ink, Litmus, code snippet databases, and Capital One's proprietary CMS.
- ▽ Works closely with the line of business, copy writer, & email review board to ensure email build matches approved mockups and standards.
- ▽ Works with Litmus and the Capital One's CMS platform to upload and test campaigns; ensuring accurate rendering across all email browsers.
- ▽ Coaches lines of business and other email designers to develop creative solutions & adhere to email best practices.
- ▽ Contributes R&D to the team research and code snippet databases.

Email UI Design/Development (6 Month Contract)
 AAFES, Dallas, TX

Dec. 2017 - May 2018

- ▽ Developed promotional, targeted, and transactional emails using Photoshop, Dreamweaver, and the Sales Force exact-target email content system.
- ▽ Used User Interface Design skills to develop and refresh mobile-first welcome emails.

In-House Designer/Marketing Assistant

U.S. Dermatology Partners, Dallas, TX **Nov. 2015 - Dec. 2017**

- ▽ Designs/develops mobile friendly e-blasts & digital newsletters and promotional emails using Solution Reach (HTML5/CSS3) & Constant Contact, respectively.
- ▽ Assisted external media company with updates and changes for first Dialog, and later Wordpress, sites for 6 + company websites & created wireframes/flow maps/site navigation maps for their development team.
- ▽ Sole designer responsible for designing & writing copy for versatile print & digital media in a fast paced, growing company.
- ▽ Assisted in the development of new brand standards, post rebranding in 2017.
- ▽ UI designer and creator of the US Dermatology Partners Print Portal System, servicing all 125+ practices with custom, ready to print, media. See details in "Recent Accomplishments."

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RECENT ACCOMPLISHMENTS

UI App Design

WhatNot Eats

Plano, TX

Aug. 2018

- ▽ Designed mood boards + style guides, established user flows, performed preference testing using usabilityhub.com, created icons and crafted responsive screen designs for iOS in Sketch & Invision.

UX Research

WhatNot Eats

Plano, TX

Aug. 2018

- ▽ Conceptualized an app based solution to the problem of never knowing what to have for dinner. Somehow everyone knows what they don't want for dinner; WhatNot Eats eliminates some options and bring the remaining, nearby results to the front of the table through an elimination algorithm.
- ▽ Formed a competitor analysis, crafted user personas, paper prototype + user testing in Invision.

UI App Design

Incrementally

Plano, TX

May 2018

- ▽ Established user flows, created paper prototypes and designed UI elements, established layout hierarchy, icons, and style guide using Sketch and Invision.
- ▽ Conceptualized a goal setting and habit tracking application to engage the bullet journaling community - a goal achievement app as creative and colorful as they are.

Web Design & Wordpress Customization

Tactical Conversations, LLC

Richardson, TX

Dec. 2018

- ▽ Designed and customized the genesis "Academy" wordpress theme for Tactical Conversations, LLC. <https://tacticalconversations.com/>
- ▽ Customized forms and set up email subscription link to email marketing and autoresponder tool Aweber.

Character & Instructional Design

Capital One

Plano, TX

Nov. 2018

- ▽ Hand sketched & digitized character designs for an instructional coloring book announcing the launch of a new Capital One internal system called ARCHi.
- ▽ Communicated with upline to present storyboards, proof of concept, and final deliverables prior to sending print ready art to the press.
- ▽ Worked with copywriters to ensure the story boards were clear and concise.

UI Designer

Madison Miles Media

Dallas, TX

Feb. 2018

- ▽ Designed secondary, new site pages for Madison Miles Media client FlexXray <https://www.flexxray.com/>

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RECENT ACCOMPLISHMENTS

Graphic Design + Email Design & Development

U.S. Dermatology Partners

Dallas, TX

Dec. 2017 - April 2018

- ▽ Designs/develops responsive e-blasts & digital newsletters using Solution Reach patient management platform (HTML5/CSS3) & Constant Contact, respectively.

Created & Instructed Beginner InDesign Workshop

The University of Texas at Dallas

Richardson, TX

Oct. 2017

- ▽ Created curriculum and taught an hour and a half long workshop centering on the essentials of InDesign with a brief overview of the software's tools for editors. The workshop entailed a brief lecture accompanied by a guided design session.

UI Design & Wordpress Customization (WIP)

AviatrixMind - Life Coaching

Richardson, TX

Sept. 2017

- ▽ Designed and customized the wordpress "Circle Flip" theme for AviatrixMind, LLC. Currently under construction: www.aviatrixmind.com
- ▽ Customized forms, surveys, and set up email subscription & email campaigns using Wordpress Plugins

T-Shirt/Apparel Design & Brand Identity

Amazon Merch (Small Business)

Plano, TX

May 2017

- ▽ Integrates hand-lettering and computer skills to create original designs + patterns, illustrations and prints within brand product lines for apparel, homegoods, & more.

Brand Identity, UI Design, Facebook Advertising (Oct. 2017)

Tennyson Lake Dental

Plano, TX

April 2017

- ▽ Designed a new user interface for their website - optimized for the web and mobile viewing with the goals of increasing online patient conversion.
- ▽ Created the visuals, email content, and ran a facebook ad campaign to promote their dental insurance webinar outside their patient list.
- ▽ Utilized discovery questions and created user persona's to maximize results for user engagement in the ads.

UI Design & System Implementation

U.S. Dermatology Partners

Dallas, TX

April 2017

- ▽ Designed and implemented a print portal site & implemented a system to manage the creation & distribution of print media across 75 dermatology practices nation wide to increase the efficiency and effectiveness of print the print collateral creation pipeline.