



lauren  
towle

205 Hudson Street Apt. 1203  
Hoboken, New Jersey 07030  
814.450.0329

[www.laurentowle.com](http://www.laurentowle.com)  
[hello@laurentowle.com](mailto:hello@laurentowle.com)

## EDUCATION

Bachelor of Arts, 2006  
Edinboro University of Pennsylvania  
Edinboro, Pennsylvania  
Concentrations: Graphic Design  
and Communications  
Graduated Cum Laude

## STRENGTHS

Adobe Creative Suite  
Brand Strategy  
Client Management  
Concept Development  
Creative Thinking  
Print & Web Design

Highly organized with an acute eye for detail  
Well-developed verbal & communication skills  
Able to build and maintain positive client &  
colleague relationships

## PROFESSIONAL

Freelance Graphic Designer 8.06 - Present

*Select clients include:*

**AMERICAN AUSTRIAN FOUNDATION (AAF)** Developed a 40-page marketing book and summary sheet for this global non-profit foundation. Redesigned stationery, business cards and envelopes for AAF and its partner, The Open Medical Institute, using their existing brand.

**ARTINARTS** Supported all design projects for this strategic marketing, branding and communications company, serving technology and telecommunications companies, arts organizations, hedge funds, private equity, venture capital firms and non-profits – [www.artinarts.com](http://www.artinarts.com)

**AUSTER CAPITAL PARTNERS** Working directly with the Managing Director, designed the company's new website platform, promotional materials, and new international office collateral. Worked on presentations for potential investments by ACP, a boutique private-equity firm – [www.austercapitalpartners.com](http://www.austercapitalpartners.com)

**CASTLE CONNOLLY MEDICAL** Generated cover composition layouts and final design files for the 6<sup>th</sup> edition cancer resource publication, designed direct-mail campaigns and completed a 9-page tiered information folder.

**CCMP CAPITAL** Refreshed corporate branding and designed new website for one of the world's largest and most prestigious private equity firms, Chase Chemical Manhattan Partners – [www.ccmpcapital.com](http://www.ccmpcapital.com)

**EARTH SHELL** Redesigned identity for an all-natural, single-use dinnerware plate company. Prepared materials for Earth Day festival, including press kit, retractable banners and postcards. Designed billboards displayed in NY/NJ Metro PATH stations – [www.earthshell.com](http://www.earthshell.com)

**ED RANDALL'S FANS FOR THE CURE** (Non-profit) Designed logo promoting BLUETEMBER, a term endorsed in a proclamation by NY Governor David Patterson to recognize September as National Prostate Cancer Awareness Month. Assisted with the development of additional marketing materials to increase the public's awareness of prostate cancer.

**R BABY FOUNDATION** Designed brand identity, website, online advertisements and promotional pieces for non-profit foundation that has raised more than \$3 million since 2006. PSA can be seen in PARENTS (April 2007) and BABY TALK (April 2007) magazines. Communicated directly with founder on projects. [www.rbabyfoundation.org](http://www.rbabyfoundation.org) Designed advertising, marketing materials and fundraising website for the second annual Mother's Day Run/Walk in Central Park – [www.rbabyrunwalk.org](http://www.rbabyrunwalk.org)

**RELISH SHARES** Redesigned restaurant logo and updated website after the company underwent a rebrand. Created a gift certificate and promotional book showcasing the restaurant's chefs and unique dishes – [www.relishsparkill.com](http://www.relishsparkill.com) Additionally, designed logo and website for Sparkill Harvest, a fundraiser that integrated ReLish with the community to gather for a greater cause – [www.sparkillharvest.org](http://www.sparkillharvest.org)

**ROOTS OF CHANGE** Under artistic direction, designed and organized the large-format posters for the organization's annual conference connecting leaders and institutions in pursuit of a sustainable food system in California.

**WESTCOM** with a consultant from JP Morgan Chase's private equity fund, [www.oneequitypartners.com](http://www.oneequitypartners.com) to reposition their investments in a global financial trading systems and secure extranet services company. Created new design templates for data and sale sheets and map illustrations, and provided all designs for marketing packages that helped sell the company to Silverlake Partners.