

Lauryn McCarter Lai

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A versatile, reliable candidate with a sharp eye for detail and process, known for resourceful problem-solving.

EXPERIENCE

Zearn, Inc., Production Analyst, Designer

FEBRUARY 2021 - JANUARY 2022

- Created storyboards, graphics and animations for end-user-facing products that deliver accessible math curricula for kindergarten through middle school. Brought raw content to fruition while adhering to rigorous brand guidelines.
- Created interactive digital lessons to be used in the Zearn app, using a JavaScript-based coding language.
- Created artwork in Illustrator and Photoshop for animation in dozens of instructional videos with high volume and time-sensitive schedules.
- Maintained quality control for visual content, ensuring that it conforms to not only internal protocols, but also to legal and private-sector requirements.
- Applied rigorous accessibility standards across all products, particularly digital materials for vision-impaired users, utilizing InDesign and Acrobat features and WCAG benchmarks.
- Actively implemented systems and methodologies and introduced software that created a greater efficiency in design and coding tasks for all team members.

Sabbatical, New Zealand

OCTOBER 2019 - OCTOBER 2020

- Focused on hiking and photography throughout the country.

Public Relations Society of America, Graphic Designer

MAY - OCTOBER 2019

- Planned for and flexibly responded to highly detailed, high-volume, interlocking print and digital asset deadlines for the annual international conference, managing feedback and materials submissions from dozens of remote stakeholders. Delivered all assets and prepared my team members for future asset creation during my notice period.
- Researched, updated, and trained team on a primary system for creation of a specific graphic asset, taking it from an all-manual, two-day process that had to be completed multiple times per quarter to an automated, one-hour process.
- Frequently delivered graphics on short notice when called upon, appropriately reshuffling priorities and balancing the needs of projects with varying timelines.
- Reorganized asset library for more consistent access, ensuring that the most updated, relevant files were easily accessible and

EDUCATION

New York University
Bachelor of Fine Arts

New York Code + Design Academy
UI/UX Design Certificate

SKILLS

Adobe Creative Suite: Expert level in InDesign, Photoshop, Illustrator, Lightroom, Acrobat. Proficiency in Premiere Pro, After Effects, Audition, and the entire Adobe CC.

Proficiency with all Microsoft and Office Software: Word, Excel, PowerPoint, Outlook, Office 365, OneDrive, etc. Proficiency with G Suite and all related workflows and documents.

Experience with MailChimp, YMLP, and mass email campaigns.

Experience with coding and web design (JavaScript, HTML). Proficiency with WordPress, Squarespace design and facility with programming languages.

Familiar with video animation and motion graphics, and audio (Audacity) for web and social media. Proficiency with shooting video and stills, lighting for all setups, audio and editing. Familiarity with lighting, camera and audio equipment.

Languages: English (native), Hungarian (conversational proficiency), French & Spanish (limited working proficiency)

usable for stakeholders at all skill levels.

- Shot and retouched headshots for the corporate team.

Assistant to the CFO & Administrative Assistant, Finance Department

APRIL 2018 - MAY 2019

- Planning coordinator for the annual College of Fellows induction gala. The gala was attended by approximately 180 guests and had a budget of \$29,000. Managed ticket sale infrastructure, maintaining the event website, tracking vendor contracts and associated deadlines, coordinating the event timeline, and stage managing the event itself.
- Served as the communication nexus and staff support for the College of Fellows' year-round programming, including professional development content and networking events.
- Managed the application, nomination, and selection process for membership in the College of Fellows in 2018 and 2019. In 2019, due to website migration, the process was fully restructured, which I managed with 40+ hours of back-end preparation and personal relationships with stakeholders.

New York Code + Design Academy, Graphic Designer

SEPTEMBER 2015 - JULY 2017

- Created a lecture series on the principles of design, which I also taught in person to four individual cohorts. My lectures were reproduced and distributed to branches nationwide.
- Initiated and oversaw a ground-up redesign of state-mandated regulatory documents, working closely with the legal department for compliance. In total, I generated 15 unique versions, maintaining brand identity and consistent usability.
- Handled all graphics, both digital and print, from conception to execution for both the flagship campus in NYC and for satellite campuses nationwide.
- Wrote blog content on UI/UX and media as a promotion vehicle for the school, attracting above-average traffic.

The Playwrights Realm, Marketing Associate

JANUARY 2014 - SEPTEMBER 2015

- Created all social media graphics and generated digital and print collateral in several formats using key art from contractors.
- Drafted and distributed all outward-facing communication for the company, including website copy and imagery, donor communications, and company literature.
- Successfully applied to the NEA for a \$30,000 grant, the largest single-funder package the company had ever received.