

Lauren KELLY

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E lauren@laurenkelly.com

Design technologist educated in design, visual communication, and business administration

SKILL SET

Adobe Illustrator, Photoshop, InDesign, HTML5, CSS3, Javascript, jQuery, PHP, MySQL, Angular, React Native, Filemaker Pro, Microsoft Suite

EXPERIENCE

Principal

Mustard Square | San Francisco, California
May 2011 - Present

Job Description

Design and manage various environmental graphic, web, and user experience design projects from initial consultation to schematic design, design development, construction administration, fabrication, and programming. Coordinate with other designers, in-house team members, fabricators, vendors, and clients. Render environmental graphic designs including sign location plans, message schedules, color and pattern schedules. Collaborate with design and architecture firms and assist them in site surveys and location-based asset management. Developed and produced Wayfindit, an application design to streamline the development and maintenance of signage and wayfinding programs.

COLLABORATIONS

Bedrock Consulting, Big Monocle, BrandCulture, C+G Partners, Celery Design Collaborative, Debra Nichols Design, FayeWorks Design, Gensler, GNU Group, Kate Keating Associates, Kraido, Morphos Incorporated, Shannon Leigh Associates

PROJECTS/CLIENTS

Environmental Graphics

Google Campus Signage, San Francisco, CA; Stanford University Hospitals, Palo Alto, CA; Kaiser Permanente Hospitals, California; Sutter Health Hospitals, California; Facebook Campus Signage, Menlo Park, CA; Thomas Jefferson University Hospital, Philadelphia, PA; California Memorial Stadium, Berkeley, CA; Levi's Stadium, Santa Clara, CA; AT&T Park, San Francisco, CA; Taube Koret Campus for Jewish Life, Palo Alto, CA; Ashby BART Station, Berkeley, CA; UC Davis Surgery and Emergency Services Pavilion, Sacramento, CA; Stanford School of Medicine, Palo Alto, CA; San Jose Downtown Wayfinding, San Jose, CA; City of Concord Downtown Wayfinding, Concord, CA

Web Development

Situation Room Experience, YouTube Lobby Experience, Instagram Lobby Experience, Intel, Intersil, Maxim Integrated, Greg McKeown, Stellhorn & Co, Black Dog Graphics, MFA Architects, Kennedy Inn of Court, Jacobsen & McElroy, Willo Salon & Spa, Produce Literary Magazine

Teaching/TAing

Design 115, Letterforms & Typography (TA); Design 117, Interactive Media I (TA and Teaching), Design 136A, Lighting Technology and Design (TA); Design 149, Information Design Principles (TA), Design 185, Exhibition Design (TA); Design 186, Environmental Graphic Design (TA)

EDUCATION

B.A. in Design

University of California, Davis | Davis, California

Focus on visual communication and graphic design, including study of print, typography, environmental graphic design, color theory.

M.F.A. in Design

University of California, Davis | Davis, California

Expected graduation June 2018. Research emphasis on location-based interaction and sensor technologies.