

LAUREN PALETZ DESIGN

Lauren Paletz • Minnetonka, MN • laurenpaletzdesign.com • Laurenpaletz@gmail.com

SKILLS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop), Canva
- Figma, Adobe XD, Adobe Experience Manager (AEM), Jira
- HTML & CSS, Wire Framing
- Email and Social Media Content Management Systems
- Photo and Video Editing
- Brand Identity & Creative Direction

INDUSTRY EXPERIENCE

- Publication
- Food and Beverage
- Events
- Real Estate
- Consumer Goods
- Luxury Goods & Services
- Tech
- Hospitality
- Cannabis

EDUCATION

B.F.A Graphic Design
Florida Atlantic University

DIGITAL DESIGNER, GRAPHIC DESIGNER & BRAND SPECIALIST

Creative and results-driven Digital Designer with a keen eye for design. Experience delivering impactful visual design solutions across multiple industries. Skilled in branding, digital marketing, and content design with a proven ability to drive engagement and optimize user experience. Well-known for blending creative direction with technical precision to elevate brand identity and deliver measurable business results.

EXPERIENCE

Palco Creative | Owner & Designer

Aug 2025 – Present

- Clients include: Engel and Volkers Real Estate, Rhodes Lead Home Real Estate, Kaylin and Kaylin Pickles, FKQ Marketing Agency, and VidCalls.

TerrAscend | Digital Designer

Aug 2024 – Aug 2025

- Managed e-commerce design and digital content initiatives, contributing to a 30% increase in online sales.
- Partnered with marketing and product teams to develop optimized digital assets and enhance promotional performance.
- Collaborated with creative agencies to deliver high-quality visuals while monitoring site analytics to improve conversion metrics.

Aisle Rocket | Digital Designer

Mar 2022 – May 2024

- Designed web and mobile experiences, email campaigns, and social media graphics for major brands including Whirlpool, KitchenAid, Brunswick, and BBQ Guys.
- Produced interactive multimedia and UX elements that boosted engagement and dwell time.
- Contributed to improving search visibility and user retention, strengthening client brand presence.

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@properties | Senior Graphic Designer

Apr 2019 – Mar 2022

- Created marketing collateral and digital materials for 3,000+ Realtors® nationwide, driving consistent brand presence.
- Spearheaded a content hub initiative that streamlined design workflows and reduced project turnaround time.
- Defined and enforced brand and content standards to improve creative efficiency across regional teams.

Modern Luxury | Senior Graphic Designer

Sept 2016 – Apr 2019

- Designed print and digital advertisements worth over \$4M in client revenue, featured in 80+ national publications.
- Produced digital marketing materials, including newsletters, banner ads, and promotional emails, enhancing reader engagement.
- Mentored junior designers, ensuring brand alignment and creative excellence across deliverables.

J.R. Dunn Jewelers | Graphic Designer & Photographer

Feb 2014 – May 2016

- Designed and managed marketing assets for both eCommerce and retail locations, contributing to a stronger digital brand identity.
- Executed product photography and post-production editing to elevate online presentation and SEO performance.
- Developed branded email campaigns and social media visuals, increasing digital engagement and conversions.