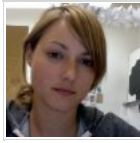


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Lauren (Kessinger) Vandervelde

Freelance Art Director, Graphic Designer at Home Studio
Greater Nashville Area | Graphic Design

Lauren Vandervelde Working on completing typefaces for release later this year- stay tuned!

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- Current** **Freelance Art Director, Graphic Designer at Home Studio** (Self-employed)
- Past** Freelance Editorial Designer at iostudio
Fashion Imaging Specialist at Dillards.com
Instructor at The Art Institute of Tennessee-Nashville
[see all](#)
- Education** Otis College of Art and Design
The School of the Art Institute of Chicago
- Recommendations** 7 people have recommended Lauren
- Connections** [173 connections](#)
- Websites** [Personal Website](#)
- Public Profile** <http://www.linkedin.com/in/laurenvandervelde>

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Summary

I am currently accepting freelance clients while working intently to finish several typefaces for release later this year. I am always looking for collaborators in Nashville interested in typography design.

Recently completed an online course to update my knowledge of InDesign 5.5 and its interactive abilities. Am now able to make ebooks for kindle or iPad.

I recently completed a 3 month design contract with iostudio, contributing to their publications department.

I moved to Nashville in 2008 and spent some time teaching at university level after working as an Art Director in New York and Chicago. Also worked as a Fashion Imaging Specialist for Dillards.com, maintaining high standards through a major creative direction change in a photo studio running 2 fashion sets and 3+ product sets.

In addition, I am continuously exploring image-making processes, type design and page structures as an engine for driving innovative design solutions in my professional work.

Currently earning my MFA in Graphic Design at Otis College of Art and Design in Los Angeles.

Specialties

Can bring a range of experience from deadline-driven weekly magazines, independent niche magazines and academic publishing. I have expert-level knowledge of InDesign, Illustrator and Photoshop. Demonstrated ability to produce photo shoots and collaborate with photographers, stylists, and crew. Can provide project management from Art Direction through production and delivery. Excellent language and communication skills, including professional editing and copy writing experience.

Experience

Freelance Art Director, Graphic Designer

Home Studio (Self-employed)

Self-Employed; Myself Only; Graphic Design industry
August 2008 – Present (3 years 7 months)

Freelance Editorial Designer

iostudio

Privately Held; 201-500 employees; Marketing and Advertising industry
November 2011 – January 2012 (3 months) | Nashville, TN

Completed a contract to create deployment publications for members of the National Guard, and their families.

Fashion Imaging Specialist

Dillards.com

Public Company; 10,001+ employees; DDS; Retail industry
September 2010 – December 2011 (1 year 4 months) | Greater Nashville Area

Work with photographers and stylists on 3 fashion sets to produce up to 250 web-ready fashion images a day.

Lauren has [1 recommendation](#) (1 client) including:

[1st](#) Steve Cherry

Instructor**The Art Institute of Tennessee-Nashville**

July 2008 – December 2010 (2 years 6 months) | Nashville, TN

Taught typography I, II, & III, layout, publication design, art direction, conceptual thinking, design applications, environmental graphic design, package design, conceptual thinking, graphic symbolism, and print production (Which represents 25% of all design courses offered!). Consistently high student evaluations with an average of 4.8 on a 5 pt. scale.

BRAGGING: A total of 34 Student ADDY Awards were won in Nashville in 2010 from work created in one of my classes. Nothing is more rewarding as a teacher then helping students get a top award like this on their resume.

Associate Art Director**Latina Magazine**Privately Held; 51-200 employees; Publishing industry
November 2007 – April 2008 (6 months)

Held a key creative role in a complete top-down redesign from inspiration (South American Constructivists) to final template building and photographic direction. Art directed photo shoots and designed features as well as beauty, style, news, and entertainment sections.

Freelance Senior Designer**Time Out New York Kids**Privately Held; 51-200 employees; Publishing industry
September 2007 – September 2007 (1 month) | New York, NY

Designed department pages and did photo research for this New York-only very adorable magazine.

Freelance Art Director**Radar Magazine**

August 2007 – September 2007 (2 months) | New York, NY

Designed front-of-book sections and features at this monthly magazine about culture and politics during a one-month contract.

I am both proud and ashamed my one cover: www.mediabistro.com/fishbowlny/files/original/Radar-gggpolitics-cover.jpg

Annie Leibovitz, I'm SORRY!!

Freelance Art Director**Surface Magazine**Privately Held; 11-50 employees; Publishing industry
May 2007 – August 2007 (4 months)

Completed a 3-month contract with this international fashion, art and architecture magazine. Position involved design from beginning to end of the production cycle for front of book, features, and back of book sections. Also encompassed all image tracking, text flow, image correction and pre-press tasks.

Lauren has 1 recommendation (1 manager) including:

[1st](#) Matthew Guemple, *Creative Director, Surface Magazine*

Associate Art Director; Art Director**Time Out Chicago**Privately Held; 51-200 employees; Publishing industry
2004 – 2007 (3 years) | Chicago, IL

Was a founding member at the launch of this magazine into a new market. Regular assignments included layout of front of book, style, service and listings pages as well as weekly feature packages and covers; conceptual input into all features, style, and service sections. Daily responsibilities included checking designers' pages against the style guide and releasing each section to production. Worked closely with the managing editor to keep the production schedule as efficient as possible and to balance designers' workloads. Acquired the position of Interim Art Director, managing all facets of the department for 3+ months.

Lauren has 1 recommendation (1 co-worker) including:

[1st](#) Nicole Radja, *Photography Editor, Time Out Chicago*

Freelance Designer**Flameshovel Records**

2001 – 2007 (6 years)

Designed packaging and collateral for indie bands.

Agency Associate**The Windish Agency**

2004 – 2005 (1 year)

Primary responsibilities were artist relations, creating informational tour books for bands and arranging travel and immigration at this tour-booking agency startup. Was the first official employee for a company representing well over 90 artists residing and travelling around the globe, necessitating organizational skills and the ability to multi-task.

Lauren has 3 recommendations (2 managers, 1 co-worker) including:

[1st](#) Shonquis Moreno, *Design Editor, Surface Magazine*

[1st](#) Matthew Guemple, *Creative Director, Surface*

Graphic Designer**Scott Foresman/ Dorling Kindersley**

2003 – 2004 (1 year)

Completed a one-year contract to create a 5th-grade level science book including prototyping style guides, working with editors on communicating content, complete image research and commissioning of scientific illustrations as well as page layout of the 600 page product using InDesign. Worked with production department to keep the project on deadline. Tracking of all images and editorial corrections required a high level of organization. Completed over 40 hours of professional InDesign training.

Freelance Designer**Magnani Continuum Marketing**

2003 – 2004 (1 year)

Pitched a campaign to CB2, designed packaging for Samsung, designed collateral for McGregor Golf and Odyssey Cruise Lines.

Art Director

Venus Zine

2001 – 2004 (3 years)

Worked with a group of collaborating writers, designers, illustrators and photographers to produce this glossy, full-color, internationally-circulated 'women in the arts' magazine on a quarterly basis. Venus had a subscriber base of 1,000 in 2001 and a circulation of over 40,000 in 2004. Responsibilities included recruiting and managing contributors, creating a style guide, color correction of all images, template revisions, and final collection of files. Creating a professional product on a shoestring budget fostered creativity, collaboration, and resourcefulness.

Staff designer; Assoc. Art Director; Art Director

f newsmagazine

1998 – 2001 (3 years) | Chicago, IL

Worked at this award-winning student monthly magazine for The School of The Art Institute of Chicago during my college years and cut my teeth learning to commission photos & illustrations and lay out news pages. Lead a staff of 8 before I was 20. Won awards from the Rolling Stone Collegiate Design Awards and Student Society for News Design (including a nod for Designer of the Year).

Courses

MFA, Graphic Design

Otis College of Art and Design

- Typography
- Typographic
- Social Responsibility
- Innovation
- History of Graphic Design

Skills & Expertise

Publication design Retouching Branding Adobe Creative Suite ebooks for kindle & iPad typography design
 graphic design logo design

Education

Otis College of Art and Design

MFA, Graphic Design

2010 – 2013 (expected)

This education is associated with:

- 5 Courses

Lauren has 1 recommendation including:

1st Bianca Edwards, Student, The Art Institute of Tennessee-Nashville

The School of the Art Institute of Chicago

BFA, emphasis in Visual Communication/ Graphic Design

1998 – 2001

Recommendations For Lauren

Fashion Imaging Specialist

Dillard's.com

"Lauren has consistently performed at the highest level when called on by Carolina Blue Sky Promotions, a small business advisor and provider of promotional products in southeastern North Carolina. Lauren is highly creative and spot on with her output. Our customers enjoy the whimsical look and feel of her work, when that is what's called for on a project. Lauren is always professional in her approach to problem solving, asking the right questions and providing us with usable designs. We appreciate her as a member of our team!" *January 18, 2011*

Top qualities: Great Results, Personable, Expert

1st Steve Cherry
 hired Lauren as a Graphic/Web Designer in 2008, and hired Lauren more than once

Freelance Art Director

Surface Magazine

"When I started at Surface Magazine Lauren was freelancing as a Senior Designer, she was the defacto Art Director and had been doing a fantastic job of keeping the art department on track. The issue was in full swing and Lauren's ability and willingness to do double duty designing and producing the magazine was a tremendous asset.

Lauren has a solid appreciation for the "dual" nature of producing a high quality product. She is more than capable of producing beautiful design work and equally important, doing so in an efficient and timely fashion. While at Surface Lauren had no qualms about rolling up her sleeves and helping out with all the minutiae of actually producing the issue as well- packaging stories, marking up pages, organizing proofs etc, and packing the whole thing up for the dash to FedEx). She was enthusiastic about the work approaching it like a collaborator rather than a contractor, and was always able to contribute great ideas for concept and approach.

Lauren would be a valuable asset to any organization." *December 21, 2011*

1st [Matthew Guemple](#), *Creative Director, Surface Magazine*
managed Lauren at Surface Magazine

Associate Art Director; Art Director

Time Out Chicago

"I worked with Lauren for 3 years at Venus zine, and 3 years at Time Out Chicago. She is one of the best collaborators I've ever worked with. Lauren is always willing to exchange ideas on design, photography and concepts. Her knowledge of Mac software and hardware is extraordinary and her creative design work always adds a fresh look to any story. Lauren is a pleasure to work with.

Recently, Lauren designed a wonderful logo and some collateral for my new small business. Everyone I hand my card to is impressed by and comments upon the original and creative logo she designed." *January 5, 2012*

1st [Nicole Radja](#), *Photography Editor, Time Out Chicago*
worked directly with Lauren at Time Out Chicago

Agency Associate

The Windish Agency

"In a chaotic environment and under difficult deadlines, Lauren remained cool as a cucumber at all times. She proved herself to be reliable, organized, interested and interesting, in addition to showing inimitable good taste and talent. She was also just a pleasure to have in the office. I can recommend her wholeheartedly as an asset to any team." *December 21, 2011*

1st [Shonquis Moreno](#), *Design Editor, Surface Magazine*
worked with Lauren at The Windish Agency

"Lauren was freelancing as a Senior Designer and did a fantastic job. The issue was in full swing when I started and Lauren's ability and willingness to do double duty in terms of designing and producing the magazine was are tremendous asset.

She has a unique ability to understand the "dual" nature of producing a high quality issue, i. e. producing beautiful pages is important, but that doing so in an efficient and timely fashion is critical.

I would happily recommend her for any position and think she would be a valuable asset to any organization." *December 3, 2007*

1st [Matthew Guemple](#), *Creative Director, Surface*
managed Lauren at The Windish Agency

"Lauren my assistant the first year I started my agency. She was dedicated and detail oriented, also extremely personable with the wide variety of people that I work with. My business does a huge amount of volume and Lauren was able to help me sort through all of it without error." *November 16, 2007*

1st [Tom Windish](#), *Owner, The Windish Agency*
managed Lauren at The Windish Agency








Student


The Art Insitute of Tennessee-Nashville


"Lauren is one of those people who come into your life and help you realize your passion. She works from a soul of kindness for all of her students. She has encouraged me to push my boundaries to see what I am capable of doing. Lauren is not only a teacher, but an excellent role model for any inspiring artist. She has personally inspired me to continue learning with an open and positive mind." *December 21, 2011*

1st [Biaunca Edwards](#), *Student, The Art Institute of Tennessee-Nashville*,
studied with Lauren at The Art Insitute of Tennessee-Nashville

Additional Information

- Websites:
 - [Personal Website](#)
- Interests:
 - [art](#), [design](#), [teaching](#), [writing](#), [photography](#), [drawing](#), [photocopiers](#), [honky tonks](#), [tunes](#).
- Groups and Associations:
 - SAIC Graduate**
 -  **AIGA** | the professional association for design
 -  **ClubMYK** of The Art Institute of Tennessee-Nashville
 -  **Communication Arts**
 -  **Creative Central**
 -  **Magazine Publishing**
 -  **MAGS** Magazine Association of the Southeast
 -  **OTIS** MFA Students, Professors and Alumni Group.
 - STA** | The Society of Typographic Arts

 TED: Ideas Worth Spreading

 Women in Photography

Honors and Awards: Student Society for News Design, Rolling Stone Collegiate Design Awards.

Contact Lauren for:

- career opportunities
- expertise requests
- getting back in touch
- consulting offers
- reference requests

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