

# LAUREN BOLSCHITZ

## CREATIVE DESIGN



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## ABOUT ME

(She/Her/Hers)

Passionate and Excellence-Driven Creative Designer with a proven track record of crafting compelling visual narratives and elevating brand identities. With a over a decade of extensive experience in both print and digital mediums, I am dedicated to delivering high-quality, impactful designs that resonate with audiences. As a hardworking and self-motivated individual, I thrive in fast-paced environments and excel at leading and managing multiple projects simultaneously. I am a confident communicator, able to articulate design concepts effectively and collaborate seamlessly with cross-functional teams to ensure a consistent brand perception. With a keen eye for detail and a commitment to excellence, I am ready to play a crucial role in defining and executing a cohesive for your business.

## SKILLS

- Brand Identity Development
- Print & Digital Design
- Typography & Layout
- Visual Storytelling
- Creative Conceptualization
- Project Management
- Brand & Marketing Campaigns
- Product Development
- Packaging Design
- Creative Leadership
- Team Management
- Creative Strategy Development
- 3D Rendering
- Production Art

## PROGRAMS

- Adobe Creative Suite
- Procreate
- Keyshot
- Microsoft Office
- Fusion 360 (entry level)

## EDUCATION

- Art Institute of Dallas
- Bachelors, Graphic Design

## EXPERIENCE

**Bolschitz Design Co / Dallas, TX**

**Freelance Creative Director, 02/2023 -Present**

Leverage a keen sense of visual aesthetics and strategic thinking to consistently deliver high-quality, impactful and engaging design solutions that align with clients' objectives and elevate project outcomes.

**KidKraft, Inc. / Dallas, TX**

**Design Manager, 08/2020 - 02/2023**

Reported to VP, Creative

Led a team of six designers

Ensure best practices and brand consistency

Managed team timelines and overall project schedule

Led creative direction across all categories

Built and maintained cross-functional partnerships

Collaborated with Marketing to drive consumer-focused innovation

Managed complex projects and strategized the future vision of products and categories

**KidKraft, Inc.**

**Project Designer, 04/2019 - 08/2020**

Led creative direction in two core categories

Oversaw category timelines and schedules

Influenced future vision of products and categories

**KidKraft, Inc.**

**Senior Graphic Designer, 04/2017 - 04/2019**

Led creative direction in the dollhouse category

Managed two junior designers

Aided marketing and sales teams with product sell-in materials

Presented products to executive team and board of directors

Managed creative relationships with external partners

**KidKraft, Inc.**

**Brand Designer, 04/2016 - 04/2017**

Created original marketing materials for campaigns, web and print

Designed for domestic and global markets

Led the graphic re-branding of the headquarters in 2016

Designed trade show booths and environmental graphics

**KidKraft, Inc.**

**Graphic Designer, 06/2013 - 04/2016**

Conceptualized and ideated on new product designs

Created original artwork

Assisted in mocking up samples for customer meetings

Prepared art files for production