

# LAUREN BESSEN

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## DESIGN EXPERIENCE

### Designer - Moment

10.2006 - 06.2008

Visual design for Web sites, desktop and Web-based applications, and mobile devices for diverse clients, including Tiffany & Co., ESPN, Guy Carpenter, and Nickelodeon. Core responsibilities also included creating detailed style guides for implementation, developing and participating in client presentations, interpreting and refining complex IA, and conducting brand-focused user research sessions.

#### *Project highlights include:*

- Lead visual designer on a Web-based CRM application targeted to financial advisors.
- Lead visual designer on a redesign of Nickelodeon's mobile site aimed at achieving consistency with current Nick.com brand standards.
- Visual design to reimagine "Engagement," a major section and key brand component in the redesign of Tiffany.com.
- Brand-driven exploratory design of a financial trading application for large institutional buy-side traders.

### Lauren Bessen Design

09.2002 - Present

Web, print, and identity design services. Past and current clients include: MIT Media Lab (Lifelong Kindergarten Group), Massachusetts College of Art and Design, May 8 Consulting.

### Designer (Freelance) - Project for School Innovation

07.2002 - 11.2004

Designed a series of instructional books for professional educators. Oversaw all design and production on a total of 10 publications, created a range of print collateral, the organization's Web site, and the 2002 annual report.

### Marketing Coordinator - Bargmann Hendrie Architects

06.2001 - 06.2002

Designed and produced marketing print collateral, project proposals, and presentations. Implemented a major redesign of the firm's Web site.

## EDUCATION

### MFA Design - Massachusetts College of Art and Design, 2006

Focus on interactive design, information design, and motion graphics. My thesis project was titled *Visualizing Visuality: Interactive Tools for Teaching Visual Literacy*.

### BA Visual Art - Brown University, 2001

Honors, *magna cum laude*. Elected Phi Beta Kappa. Program of study included advanced coursework at the Rhode Island School of Design and a semester abroad at the Slade School of Art, London, UK.

## TEACHING EXPERIENCE

### Assistant Instructor - Massachusetts College of Art and Design

01.2005 - 05.2005, 09.2005 - 05.2006

Teaching assistant for undergraduate communication design courses in information architecture, form and communication, and motion graphics. Led group and individual critiques. Presented tutorials in software applications.

## SKILLS

Expert in Adobe Creative Suite. Proficient in After Effects, HTML, CSS, and ActionScript.