

LAUREN CIULLA

VISUAL DESIGNER

NYC-based designer combining experience in visual, multimedia, and UX design with a passion for creativity and getting teams to thrive. Dedicated to leading with design and helping clients express themselves and their ideas through digital content.

CONTACT

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EDUCATION

UNIVERSITY OF CONNECTICUT 2016 – 2020

BA // DIGITAL MEDIA & DESIGN

Graduated *summa cum laude* from Honors Program.

Earned a concentration in Web & Interactive Media.

Published Honors Thesis titled "User Research and Real User Problems: Improving the User Experience of Online Shopping."

BA // ENGLISH

Graduated *summa cum laude*.

UNIVERSITY OF RICHMOND Jan 2019

Winter course: Rome, Italy.

UNIVERSITY OF WESTMINSTER Jul 2017

Summer course: London, UK.

HONORS & AWARDS

IBM CIO Design Hero Award 2022

IBM Advanced Digital Video Content Designer Badge 2022

New England Scholar Award 2020

Aetna Undergraduate Writing in the Disciplines Honorable Mention 2020

IBM Enterprise Design Thinking Co-Creator Badge 2019

Babbidge Scholar Award 2018 & 2019

TOOLS & SKILLS

Adobe Creative Suite // Figma // Procreate

Cinema4D // RedShift // OBS

Storyboarding // Event production

Content design // User research

Enterprise Design Thinking // Agile

WORK EXPERIENCE

VISUAL DESIGNER // IBM

Aug 2020 – Present

Streamlined the UX of a legacy tool by leading a business process transformation that resulted in a 39% reduction in manual steps and the global expansion of the tool.

Led visual design effort on an internal pricing and costing tool, incorporating UX designs, stakeholder interests, and IBM's Carbon Design System.

Produces global events hosted by IBM executives for audiences averaging 3,000 people.

Creates 2D and 3D animated videos, which includes conceptualizing vision, facilitating stakeholder ideation, performing content design, storyboarding, and illustrating assets.

Conducts user research, IBM Enterprise Design Thinking activities, and user testing throughout the design process to pinpoint user needs and ensure user-centered design.

Mentors junior designers in visual/multimedia design & navigating the design landscape.

CIO DESIGN INTERN // IBM

May 2019 – Aug 2020

Developed research-based content, UX, and visual design for a resource to help designers work effectively in Agile and a website to guide interns through onboarding.

Created graphics and videos for display on IBM social channels and in office spaces.

SENIOR EMAIL MARKETING INTERN // UConn Foundation Nov 2017 – Apr 2020

Formulated digital engagement strategies encompassing timelines and content for multichannel engagement (email, social, web) to promote sporting/recreational events.

Executed email campaigns by designing emails, A/B testing variable content to maximize performance, and synthesizing email reports into user-friendly recommendations.

DIGITAL GRAPHIC ARTIST/DEVELOPER // UConn Comms. Dec 2018 – Feb 2019

Implemented original graphics, illustrations, and JavaScript code to improve the UI/UX of an educational video game.

FREELANCE DESIGNER

Aug 2018 – Jan 2019

MARKETING INTERN // HPOne

May 2018 – Aug 2018

Designed and coded animated HTML5 banner ads featured in Google AdWords slots.

Created content marketing infographics with original content, graphics, and illustrations.

Organized, advertised, and executed events to promote engagement and recruitment.

INVOLVEMENT & LEADERSHIP

CHALLENGE COACH // Student Service Design Challenge Jan 2023 – Jun 2023

Mentored students through their design challenge, teaching them about user research, UX/UI design, multimedia design, and Design Thinking.

DESIGNOPS SUMMIT COHORT FACILITATOR // Rosenfeld Media Sep 2022

Deepened DesignOps Summit participants' understanding of conference material by organizing activities and facilitating discussions.

PANEL SPEAKER // Design at IBM

Jul 2022

Shared experience and advice on the design landscape inside and outside IBM.

PODCAST PANELIST // Digital Media CT

Jun 2020

Discussed careers in design and Design Thinking on "Beyond the Tech/IBM" episode.

DESIGN THINKING WORKSHOP FACILITATOR // Girls Who Code

Aug 2019

Facilitated Design Thinking activities promoting rapid ideation and Agile methodologies.