

LAUREN TARIGO

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EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY

Fall 2020 - Spring 2024

College of Arts and Architecture
Bachelor of Design in Graphic Design
GPA: 3.75 • Dean's List

ACHIEVEMENTS

OFFICE OF THE ARTS & ARCHITECTURE ASSOCIATE DEAN OF ACADEMIC AFFAIRS

Fall 2022

Work selected for display in the office of the College of Arts and Architecture to be viewed by prospective students.

THE EVANISKO PROJECT

Spring 2022

Collaborated with a small group to create the selected identity for the Evanisko Project, an initiative focused on enriching Penn State Libraries by showcasing student design work.

SKILLS

Photoshop • Illustrator • InDesign
XD • After Effects • Lightroom • Figma
Branding • Layout Design • Research
Basic Photography • UI/UX Design
Prototyping • Social Media • Canva

REFERENCES

Available Upon Request.

EXPERIENCE

E.L.F. COSMETICS

Digital Design Intern • Winter 2025 - Present

Contribute to seasonal campaigns and product launches by designing digital-first assets for email, paid media, e-commerce, and social channels. Ensure brand consistency by applying e.l.f. design guidelines. Present concepts to stakeholders and revise based on feedback. Curate imagery for marketing use and help maintain up-to-date, on-brand digital content.

SHORE POUR SPECIALTY COFFEE

Designer & Social Media Manager • Spring 2020 - Present

Design weekly content for Instagram platform. Increased audience from 622 to 6,000 followers. Develop engagement strategies, including contests and giveaways, to enhance brand awareness. Create promotional print materials to be displayed in-store. Designed business website.

AUTHENTIC BRANDS GROUP

Graphic Design - Lifestyle Intern • Summer 2023

Collaborated with the Lifestyle creative team to produce visual marketing assets for global brands including Juicy Couture, Hunter Boots, Frye, and Boardriders. Designed brand books, guidelines, market research decks, social media content, and logos for brand diffusion lines.

INVOLVEMENT

DESIGN ASSOCIATION

Treasurer • Fall 2021 - Spring 2024

Oversee all financial operations, including budgeting and transactions. Maintain thorough records of income and expenses for the organization.

THON™

Merchandise Designer • Spring 2024

Created t-shirt designs for Alpha Omicron Pi and Phi Kappa Psi to wear during THON™ annual event, a student-run non-profit committed to enhancing the lives of children and families impacted by childhood cancer.