

LAUREN PFEIFFER

Multimedia Designer

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301-676-1936

Eldersburg, MD

Clearance

TS/SCI, Full Scope Polygraph, NSA

Summary

Dedicated and quality-focused professional with over 10 years of experience creating compelling visual design, branding, user experience (UX), and digital marketing. Proven ability to establish rapport with stakeholders to ensure satisfaction. Reliable and driven, with strong time management, project management, and creative problem-solving skills.

Skills & Software

Graphic Design & Branding: Logo Design, Typography, Color Theory, Print Design, Brand Identity

User Experience (UX) & User Interface (UI): Wireframing, Prototyping, Responsive Design, Accessibility (Section 508 Compliance)

Digital Marketing & Web Design: Social Media Graphics, Infographics, Email Marketing, Landing Pages

Languages: HTML, CSS, Javascript

Software:

- **Adobe Creative Cloud:** Photoshop, Illustrator, InDesign, Dreamweaver, XD, Acrobat Pro
- **Other:** Jira (agile), Figma, WordPress (Elementor), Microsoft Office (Word, PowerPoint, Outlook)

Experience

Multimedia Graphic Designer (40 hours per week)

National Security Agency (NSA) – Office of the Inspector General (OIG)

10/23/2023 – Present

- Provided expert art direction, visual storytelling, and UI/UX design to improve branding, marketing materials, and digital experiences.
- Led Section 508 remediation efforts to ensure all reports and communications comply with federal accessibility standards.
- Redesigned the front cover and executive summary pages of report templates, enhancing the user experience and ensuring improved compliance with Section 508 standards.
- Reconceptualized and redesigned the OIG's monthly newsletter to create a more visually appealing experience while optimizing layout for usability and function.
- Redesigned the Acting Inspector General's end-of-fiscal-year placemat for Congress members, creating a clear, organized layout to enhance readability and comprehension of OIG actions.
- Created branding for the R.I.T.A.A. initiative (Relevant, Impactful, Timely, Actionable, and Accurate), establishing a cohesive identity to drive productivity and engagement.

Experience continued...

- Improved digital asset management (DAM) by restructuring the publishing team's filing system for better organization and efficiency.
- Collaborated with Human Resources, Communications, and Workforce Development teams to design branding and recruitment campaigns.
- Provided UI/UX design guidance to NSA's National Cryptologic University for an internal history course.

Pre-production Coordinator (40 hours per week)

Control Cable – Windsor Mill, MD.

06/22/2023 – Present

- Interpreted intricate cable schematics to create and print cable labels for government agency contracts, each exceeding \$1 million in value.
- Developed and curated onboarding materials to streamline employee training and integration.
- Optimized storage and retrieval processes by strategically organizing and labeling inventory within the stock room, minimizing product loss and inefficiencies.

Web Designer (UI/UX) (40 hours per week)

Money Map Press – Baltimore, MD.

11/22/2021 – 10/10/2022

- Applied user-centered design principles to improve the flow, expand the functionality, and enhance the visual appeal and monetization of our WordPress acquisition, registration and confirmation web pages which generated over \$100k each day.
- Edited CSS, HTML, and approved web page designs to ensure developer implementation accuracy.
- Developed a Digital Asset Management (DAM) system, centralizing brand styles, templates, and social media graphics, generating over \$50k daily.

Mid-Level Graphic Designer (40 hours per week)

Money Map Press – Baltimore, MD.

02/12/2018 – 11/19/2021

- Strategically collaborated with internal design, video, and animation teams under tight deadlines to create video assets such as charts, graphs, lower thirds, over-the-shoulder, and full-screen graphics for financial promotional service videos, many of which generated over \$20 million in sales.
- Developed and maintained landing pages using HTML, CSS, and responsive design principles.
- Designed a variety of marketing collateral, including ads, banners, pop-ups, and report covers, for both digital and print campaigns.

Junior Graphic Designer (25 hours per week)

M3 Information – Independent Contractor – Rockville, MD.

01/02/2017 – 01/19/2018

- Utilized InDesign, Illustrator, and Photoshop to creatively design and edit all internal and external print and web material, such as ads, table displays, posters, infographics, and graphs. Create PowerPoint presentations for our sales team. Use Word, Excel, and Acrobat for editing documents and performing data entry.
- Led a company-wide rebranding initiative, establishing color schemes, typography, and corporate branding guidelines.

Experience continued...

Freelance Field Service Technician (8 hours per week)

Field Nation - Self Employed – Frederick, MD

10/10/2016 – 10/10/2017

- Contracted by fortune 500 companies to diagnose, repair, replace or photo audit an array of technologies and products.
- Traveled to residential locations to install, test, and explain mobile alert systems, troubleshoot, repair, and replace parts for TV/ audio visual equipment.
- Built strong, long-lasting relationships with employers and customers by completing work quickly and efficiently.

Freelance Designer (15 hours per week)

Self Employed – Frederick, MD.

05/20/2016 – 10/09/2017

- Designed, developed, and delivered custom graphic designs and paintings.
- Utilized Adobe Creative Suite to create illustrations, logos, posters, flyers invitations, and t-shirt designs.
- Communicated with clients to ensure visual concepts are created to their specifications.

Medical Assistant (32 hours per week)

Patient First – Columbia, MD.

05/12/2015 – 05/19/2016

Patient Care Technician (36 hours per week)

Howard County General Hospital – Columbia, MD

12/12/2013 – 05/10/2015

Central Transporter (40 hours per week)

Howard County General Hospital – Columbia, MD

Help Desk Technician (20 hours per week)

Frostburg State University Office of Academic Computing– Frostburg, MD.

09/12/2010 – 05/02/2011

- Troubleshooted computer software and operating systems using virus protection applications.
- Configured student and faculty users to Frostburg State University network through their computer, smartphone, and gaming console.
- Provided customer service support to students and staff, assisting with password resets, basic hardware setup, and navigation of applications and operating systems.

Graphic Design Intern (40 hours per week)

Hubble Space Telescope Science Institute – Baltimore, MD.

05/14/2010 – 08/19/2010

- Charged with the effort of cleaning and adjusting images taken by the Hubble Space Telescope for digital pages on Hubblesite.org using Adobe Photoshop and Illustrator.
- Restored historical constellation images from the 1600s for use in digital kiosks at the Goddard Space Museum using Adobe Photoshop.

Education

Frostburg State University
Bachelor of Fine Arts

Major: Graphic Design | **Minor:** Art History

Honors

OIG – Team – Special Achievement Award, 2024:

Recognized for rapid prototyping and finalizing graphics for data visualizations in the OIG Annual Oversight Plan (AOP).

OIG – Individual – Time off Award, 2024:

Managed a high-volume workload in a fast-paced environment, assuming senior designer responsibilities after just three months on the team.

OIG – Group – Time off Award, 2024:

Provided exceptional graphic design support for branding, recruitment materials, web design, and newsletters.