

Lauren Rushalski

Graphic Designer | Branding & Marketing | New Jersey
Email: lrushalski@gmail.com | Portfolio: www.laurenrushalski.com

Skills

TOOLS & SOFTWARE - Adobe Creative Cloud (InDesign, Illustrator, Photoshop), CorelDRAW, Canva, WordPress, Wix, HubSpot, Wrike, Microsoft Office Suite, Google Workspace

MARKETING & PRODUCTION - Social Media Graphics, Email Campaign, File Preparation for Print & Web, Large-Format Graphics, Event Branding, Marketing Collateral, Tradeshow Displays, Layout & Typography, Visual Storytelling, Brand Consistency, Creative Problem Solving, Project Management, Deadline-Driven Production, Cross-Functional Team Support

Experience

DIALIGHT | MARKETING & GRAPHIC DESIGN ASSOCIATE

NOVEMBER 2024 • PRESENT — HYBRID • FARMINGDALE, NJ

- Design integrated launch campaigns and supporting collateral for new product roll-outs across social media, sales enablement, and tradeshow channels
- Produce large-scale event graphics including booth build-outs, banners, signage, and promotional materials aligned with corporate brand standards
- Develop branding and visual assets for national sales meetings and corporate events, including the 2025 National Sales Meeting in Fort Worth, TX
- Assist with website updates, including datasheets and product resource content
- Streamline project workflows by implementing Wrike, improving communication and project visibility
- Coordinate sourcing and production of branded merchandise and giveaways to enhance on-site engagement

WHITE STREET MEDIA | GRAPHIC DESIGNER

NOVEMBER 2018 • NOVEMBER 2023 — HYBRID • RED BANK, NJ

- Designed print and digital advertising for real estate clients, including postcards, flyers, brochures, branding suites, and social and email campaigns
- Created marketing assets featured across CVS Pharmacy, billboards, corporate events, trade shows, open houses, and B2C digital channels (Facebook, Instagram, YouTube, email)
- Maintained and evolved brand standards for Advisors Mortgage Group and partner real estate companies
- Managed a high-volume project queue while consistently meeting tight deadlines
- Incorporated current design trends to keep marketing materials visually engaging and competitive
- Built strong client relationships through proactive communication and creative collaboration

W & E BAUM | GRAPHIC DESIGNER

JULY 2016 • NOVEMBER 2018 — FREEHOLD, NJ

- Created project graphics and layouts for recognition walls, plaques, and way-finding signage for clients including American Heart Association, Alameda Health System Foundation, Oakwood Foundation, and Georgia Gwinnett College
- Partnered with sales teams to visualize customer concepts while aligning designs with budget and timeline requirements
- Retouched and optimized imagery for web and print production
- Represented the company in competitive project bids, winning four out of five based on design strength
- Managed company social media presence to showcase completed installations and projects