



# LAMAR LAWSON

CREATIVE DIRECTOR & WEB DESIGNER

## CONTACT



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240-462-0954

## PROFESSIONAL PROFILE

Senior Graphic Design Consultant leveraging 16 years of expertise in graphic design, web design, UI/UX, and project management to foster healthy Business-to-Business (B2B), Business-to-Consumer (B2C), and people management relationships. Detail oriented with a passion for results driven design that is backed by research. A new design method created for recent client helped their design team reduce production times by 50% and increase productivity, of all employees, by 40%.

## EDUCATION

### UNIVERSITY OF MARYLAND GLOBAL CAMPUS | 2020-2021

MBA in Business Administration, Management and Operations GPA 4.0

#### ACCOMPLISHMENTS

Top of class, Team Lead of all group projects

### VIRGINIA STATE UNIVERSITY | 2006-2010

BFA in Visual Communication & Design (Concentration in Graphic Design) GPA 3.0

#### ACCOMPLISHMENTS

Honor List, Former AIGA Member, 8x Virginia State University Charette Winner 2008-2010

## SKILLS

### SOFTWARE

WORDPRESS	<div style="width: 85%;"><div style="width: 85%;"></div></div> 85%
UI/UX	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
WED DESIGN	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
ADOBE CC	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
M. OFFICE	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
M. PROJECT	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
TEAMS	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
ZOOM	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
SLACK	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
ASANA	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%

### ADMIN

PROJECT MGMT	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
COMMUNICATION	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
COLLABORATION	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
ORGANIZATION	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
LEADERSHIP	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
PROBLEM SOLVER	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
DETAILORIENTED	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%
TS/SCI WITH FULL SCOPE POLYGRAPH	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%



## WORK EXPERIENCE

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2019-PRESENT

**LMI**

### ● SENIOR CONSULTANT, GRAPHIC DESIGN

Collaborate with internal and client facing management, executives, creative teams, marketing teams, and vendors to maintain high quality and research backed products while managing multiple projects and teams on tight deadlines.

Utilize Project management skills to ensure that all projects remain in scope and on budget, while adhering to the approved project charter timeline and style guide.

\*An award was given recently for using excellent interpersonal skills with executives and vendors to complete a project, on a very tight deadline, to be used in a briefing for President Biden during the 2021 Presidential transition while keeping a calm demeanor.

2016-2019

**AQUENT STUDIOS**

### ● SENIOR ART DIRECTOR

Collaborate with internal and client facing management, executives, creative teams, marketing teams, and vendors to maintain high quality and research backed products while managing multiple projects and teams on tight deadlines.

Utilized Project management skills to ensure that all projects remain in scope and on budget, while adhering to the approved project charter timeline and style guide.

Brainstorm project and campaign ideas with colleagues and fostered a creative environment by holding weekly team design critiques and creative thinking workshops.

2005-PRESENT

**FREELANCE**

### ● CREATIVE DIRECTOR

Utilize my formal graphic and web design education, along with continued education, to collaborate with clients and vendors to create print and digital graphics as well as webs design services from concept to completion.

2016-2017

**CREATIVE CIRCLE**

### ● ONE CAMPAIGN (DIGITAL GRAPHIC DESIGNER)

Designed social media and campaign graphics, as well as html email, pdf covers, website banners and Google advertisements.

### ● LRG (DIGITAL GRAPHIC DESIGNER)

Designed event campaigns, html emails, pdf covers, proposal covers, posters, 1 pagers, computer decals, video editing, maintain/create 20+ websites while collaborating with vendors, executives, and marketing teams.

2010-2014

**BLEU ROYALTY PRO.**

### ● CREATIVE DIRECTOR

Collaborated with company executives to discuss and present design campaign ideas and marketing strategies while ensuring that all projects were in scope, on budget, maintained high quality standards. and completed on time.

Lead a marketing and graphics teams.

2008-2011

**CELEBRITY BOOKING AGENCY**

### ● ENTRY GRAPHIC/WEB DESIGNER

In charge of editing photos, flyers, web graphics and maintaining the company website as well as providing graphic design solutions for all of the company's artists and clients.

Participated in conference calls with the managers and clients, and occasionally executives of the company, to ensure that all productivity and deadlines were being met.