

Lauren Howard

Multidisciplinary Designer & Illustrator



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EDUCATION

Capilano University, IDEA School of Design —
Bachelors of Design in Visual Communication

September 2021 - April 2025

EXPERIENCE

Freelance — Designer & Illustrator

September 2023 - Present

- Applies brand narrative and strategy to create cohesive and compelling concept-driven visual identities.
- Creates illustrations for brands and editorial projects across print and digital platforms, aligning visuals with brand voice and storytelling.

Though Shop Creative — Practicum Designer

March 2025 - May 2025

- Contributed to branding projects from conceptual development to execution, creating assets such as logos, brand guidelines, stationary, web design, social media graphics, maps, marketing collateral and merchandise for clients in the real estate, entertainment and healthcare sectors.
- Participated in client meetings and supported presentation deck creation, gaining insight in client communication, feedback integration, and brand strategy.
- Strengthened typography, systems thinking, and time management by balancing multiple fast-paced projects while adapting to evolving client needs.
- Meticulously prepared final design files for production and client delivery.

Capilano Courier — Contributing & Featured Illustrator

September 2022 - April 2025

- Produced narrative-driven full-page and spot editorial illustrations that were stylistically versatile to align thematically with multiple issues and deliver thought-provoking visuals within fast turnarounds.
- Cover artist of the April 2022 issue, and featured artist in the October 2023 issue.

Burnaby Public Library — Digital Studio Clerk

March 2024 - Present

- Oriented patrons to studio resources including creative software, film/photo digitizing equipment, and recording booths.
- Provided troubleshooting and introductory instruction on various creative tools and software—primarily the Adobe Suite and audio recording software— helping patrons explore independently with confidence.
- Managing patron bookings using Excel and scheduling software, while staying informed about broader library programs and activities.

FEATURED IN

Capilano Courier

The Liar

SAPP Zine

SKILLS

Graphic Design

Branding

Visual Identity

Packaging

Merchandise

Illustration

Social Media

Marketing Design

Web Design

Hand-lettering

Printmaking

TOOLS

Adobe Creative Cloud

Figma

Procreate

Microsoft Office

HTML/CSS