



LAUREN FERGUS

Contact

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About Me

Creative Graphic Designer with 10+ years of experience in print and digital media design, marketing, prepress, and large format graphics. Skilled in designing brand-focused visuals that drive engagement and preparing production-ready files for print, wrap, and digital media.

Software

Adobe Creative Suite

Microsoft Office

Some experience with HTML, CSS, and Wordpress

Awards

Better Newspaper Contest

Michigan Press Association 2016

Best Page Design

2nd Place, 3rd Place,
& Honorable Mention

Education

Bachelor of Fine Art

Concentration in Graphic Design

Siena Heights University - 2011 - 2014

- Presidential Scholarship, Siena Heights Art Scholarship, Hillsdale County Art Scholarship

Experience

Graphic Designer / Prepress

Distyll Graphic Solutions, Adrian, MI - Jun 2024 - Aug 2025

- Designed custom vehicle wraps, decals, fleet graphics aligned with brand and vehicle specifications
- Prepared large-format print files with correct scaling, bleed, paneling, and registration marks
- Conducted preflight checks to ensure files are production-ready and error-free
- Created accurate design mockups using vehicle templates for client approval
- Balanced creative visual design with practical considerations for readability and vinyl application

Senior Design Manager

Siena Heights University Marketing Department, Adrian, MI - Oct 2023 - Jun 2024

- Managed daily operations and content updates for the Siena Heights University website
- Strategized with team on marketing strategies, content development, and campaign planning
- Worked with web developers on updates to site to improve user experience and engagement
- Ensured all digital assets aligned with brand guidelines, design standards, and best practices
- Designed annual University magazine, creating visually engaging layouts and ensuring brand consistency to connect and engage with students, alumni, and donors

Digital Projects Coordinator

Siena Heights University Marketing Department, Adrian, MI - Oct 2018 - 2023

- Created branded social media art and web graphics to market the University to potential students
- Designed print and digital materials for campus and university marketing needs
- Worked with multiple campus departments to create branded materials for events and fundraising
- Coordinated with print vendors to produce materials for University events and mailings

Graphic Designer

Uproar Communications, Ann Arbor, MI - Mar 2017 - Oct 2018

- Created materials to support the client's marketing/branding strategy, including social media visuals, posters, email, brochures, signage, ads and web banners, etc.
- Reviewed designs and worked with clients on proofs for accuracy before producing
- Worked collaboratively and independently while meeting strict deadlines
- Oversaw creative interns productivity while helping further their knowledge of design

Internship - Graphic Design

Siena Heights University Marketing Department. Adrian, MI - 2013

- Designed marketing materials such as fliers, brochures, postcards, posters
- Met deadlines by applying strong time management skills and a disciplined work ethic