

Lena Viersen

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EDUCATION

Washington University in St. Louis

Sam Fox School of Design & Visual Arts

BFA Recipient in Communication Design, 2023

Minor in Business of the Arts

GPA: 3.67

Santa Reparata International School of Art

Florence Italy, Spring 2022

ACTIVITIES/LEADERSHIP

Society of Children's Book Writers + Illustrators

Member May 2024-present

Utilized provided resources and communities to further explore a passion for children's books.

Club Field Hockey

Member Sept. 2019-Dec 2021

Co-Social Chair Sept 2021-Dec 2021

Worked with other exec members to organize practices and tournaments. Collaborated to ensure positive new member experiences. Organized and planned team bonding events.

WashU AIGA

Member Jan. 2021-May 2023

Attended planned design and social events.

SKILLS

Proficient in:

Adobe Photoshop, Illustrator, and InDesign;
Microsoft Office; ProCreate.

Working Knowledge:

Adobe Premiere Pro and After Effects

EXPERIENCE

American Spirit Works

Team Lead/Special Events, Summer 2023, Current, Atlanta, GA

Serve customers, manage support staff, and lead guided tours.

Modern Luxury Media

Marketing Designer, Sept. 2023-Sept. 2025, Chicago, IL /Remote

Designed page layouts for advertorials, special sections, and customized print advertisements, including the creation of production-ready templates. Provided print and digital design solutions for an array of custom requests including brand design and email marketing design. Gained knowledge and skills in the production process from proof to final printing. Supported other members of the Creative Service and Production team.

Kranzberg Art + Architecture Library

Student Assistant, Sept. 2021-May 2023, St. Louis, MO

Assisted patrons to ensure positive experience. Learned and executed organization of books in order to keep library easy to navigate.

Walt Disney World

Food and Beverage Service, June-Aug. 2022, Orlando, FL

Assisted guests in order to assure maximum satisfaction. Participated in company trainings.

Kemper Art Museum

Security Guard, Sept. 2019-March 2020, St. Louis, MO

Guided museum visitors to enhance their experience, enforced museum rules, assisted with additional needs.

Press Blend Squeeze

Juice Bar Barista, Nov. 2018-May 2019, Atlanta, GA

Marcus Jewish Community Center

Water Safety Instructor, Aug. 2016-May 2019, Atlanta, GA

Lifeguard, May 2016-Aug. 2019, Atlanta, GA