

LAUREN THIMMESCH

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Hi, I'm Lauren, but everyone calls me Loo.

I'm a strategic creative manager with over 10 years of experience collaborating cross-functionally with digital-first brands.

Expertise Areas: Creative Leadership & Innovation, Digital Marketing, Mobile Apps

WORK EXPERIENCE

Head of Creative, ASICS Apps, Boston, MA // Mar 2022 - Present

Design Lead, ASICS Apps, Boston, MA // Mar 2021 - Mar 2022

- ◆ Built and leads a high-performing creative team of designers, writers, and project managers to produce multi-channel marketing campaigns that bring product stories to life.
- ◆ Translates briefs into direction and creative strategy, ensuring creative excellence and quality.
- ◆ Oversees project management programs and creative processes to ensure efficiency.
- ◆ Presents to clients and partners to sell unexpected creative solutions and build relationships.
- ◆ Empowers a global creative team to deliver consumer-centric work in a collaborative, supportive environment.

Senior Digital Designer, ASICS Digital, Boston, MA // Nov 2018 - Mar 2021

Digital Designer, ASICS Digital, Boston, MA // Jan 2018 - Nov 2018

- ◆ Led the art direction, storytelling, and curation of seasonal campaigns for global digital toolkits.
- ◆ Led and developed mobile-first digital experiences for e-commerce and digital platforms.
- ◆ Developed visual guidelines and trained teams on ADA Compliance creative best practices.
- ◆ Led brand strategy and complex design projects that involved multiple global teams.

Art Director, PJA Marketing + Advertising, Boston, MA // May 2017 - Jan 2018

- ◆ Concepted and produced digital campaigns for all of Tracfone's mobile phone brands.
- ◆ Created microsites, paid media, e-commerce, and social assets for product launches.

Clients: Straight Talk, Total Wireless, Simple Mobile, Tracfone, Apple

Associate Art Director, Zipcar, Boston, MA // Aug 2016 - May 2017

- ◆ Created in-house digital, print, and experiential campaigns.
- ◆ Led the visual direction for all social accounts.

Creative Assistant, WTF Creative, London, England // Summer 2016

- ◆ Assisted in the creation of digital and print campaigns
- ◆ Conducted competitive research for client and campaign pitches

Clients: Warner Bros (Harry Potter), HBO (Game of Thrones)

EDUCATION

Boston University, Master of Science in Advertising, 2016

Washburn University, BFA in Graphic Design & Mass Media, 2015

SKILLS

Business Strategy, Art Direction, Presentation Skills, Organization, In-House Creative Team Management, Trends & Digital Innovation, Consumer Insights, Digital Campaigns