



LAUREN MCDOWELL

Brand Designer

HOWDY

+1 512-963-2502

lauren.elisabeth.mcdowell@gmail.com

laurenmcdowell.co

LEARNED IT

TEXAS STATE UNIVERSITY

BS in Creative Advertising

2016-2020

SKILLS

- 360 Brand Design
- Packaging Design
- Digital Design
- Adobe CC (Illustrator, Photoshop, Premiere, InDesign, AfterEffects)
- Shopify
- Sketch
- Figma
- FinalCutPro
- Klaviyo
- Mailchip
- Khoros

EARNED IT

PEPSI

Associate Brand Designer

2021 - Present

Design & development of packaging, overseeing 360 brand campaigns, leading comms with global agencies & partners, driving performance-first social content, directing remote and in-person shoots, and so much more. Learned how to write "no artificial flavors" in 7 languages.

THE CHARLES

Junior Designer

2020 - 2021

Designed and strategized campaigns for luxury consumer brands (Aveda, Cincoro, Erno Laszlo) at a lightning-fast agency. Learned to design a skincare ad with one hand and a tequila ad with another.

CHOOSY

Content Designer

2019 - 2020

Designed paid advertisements for Facebook and GoogleAds, created e-commerce graphics, spearheaded email campaigns, and executed cross-platform creative, and directed influencer, lifestyle, & e-commerce photo shoots. Learned what an inseam was.