

STACEY LAUTENSLAGER

Research-driven, team-playing **user experience designer** with global client experience and a passion for well-executed graphic design.

staceyldot.com

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EXPERIENCE

SENIOR VISUAL DESIGNER

September 2019–Present Blurb in San Francisco, CA

- Currently collaborating with the Product Manager to create Blurb’s design system.
- Being a guardian of the Blurb brand through cohesive visual campaigns across email, social, and web channels.
- Help with content and design strategy to boost email performance based off of A/B testing and past email reviews.

GLOBAL VISUAL COORDINATOR

2015–2018 Williams Sonoma Inc in San Francisco, CA

- Created and refined Pottery Barn Kids and PBTeen Brands store visual onboarding packet for new franchise partners and received the “On the Spot” award for my work.
- Curated and assisted in translations of signage materials for both Pottery Barn Kids and PBTeen global stores seasonal floorsets.
- Worked closely with franchise creative teams from Mexico, Middle East, Korea, Philippines, and Australia to ensure high-quality, cohesive in-store marketing messaging.

LEAD VISUAL + INDUSTRIAL DESIGNER

2006–2015 Magenta Inc in Berkeley, CA

- Managed accounts with Williams Sonoma, Tommy Bahama, and Crate + Barrel. To highlight, I conceptualized and project managed a client’s lifestyle mug assortment that garnered \$1.2M in sales for Magenta Inc.
- Coordinated with overseas factory manufacturers to ensure product quality and on-time delivery.
- Designed bi-yearly catalogs, postcards, web assets, and email campaigns to showcase artists’ ceramic collections.

TOOLS

Adobe Creative Suite

Sketch

Figma

Invision

Proto.io

EDUCATION

October 2020

Code Foundations

Code Academy

March–May 2018

General Assembly SF

UX Design Immersive Program

UC Davis

B.A. Visual

Communication