



# Lauryn Alvarez

## Art Director + Designer

### Contact

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### Honors + Activities

Campaign Live US  
2021 Female Frontier Honoree  
Rising to the Top

3's a Crowd/In For 13  
Core Team Member

4 A's Foundation Scholarship Recipient  
Operation Jumpstart IV

### Skills + Interests

#### Hard Skills

Adobe Creative Suite  
Sketch/Abstract/InVision  
Keynote  
Photography  
HTML + CSS  
UX/UI Design  
Microsoft Office

#### Soft Skills

Public speaking + presenting  
Attention to detail  
Grammar nerd

#### Interests

Dancing, voice acting, calligraphy,  
tea (the beverage – not gossip),  
musical theatre, travel, watercolor

### Experience

#### RPA

*Art Director, June 2016 - present*

Concept and execution of integrated advertising campaigns, working across both digital and traditional media.

Brands: Southwest Airlines, Farmers Insurance, Honda, Dole, ampm, La-Z-Boy, new business

#### The Graf House

*Communications + Design, April 2018 - present*

Manage communications, media, and marketing. Design, develop and manage content across all media channels. Street art workshop instructor.

#### The University of Texas at Austin

*Electrical and Computer Engineering*

*Asst. Art Director, May 2015 - May 2016*

Designed graphics and logos for departmental news and web applications. Photography and videography for departmental events. Designed graphics and logos for promotional materials for the department.

#### Professional Dancer/Actor, Teacher, + Choreographer

*May 2007 - August 2014*

Travelled nationally and internationally teaching students, ages 3 to adult. Performed in stage and film productions. Choreographed award-winning routines. Adjudicated for amateur level dance competitions.

### Education

#### University of Texas

Master of Arts, Advertising  
Texas Creative Sequence

#### Ithaca College

Bachelor of Arts, Drama

#### Improv Levels I-III

UCB Sunset