

Lauren Brooks

Design Portfolio

About

Lauren Brooks Design Portfolio
Graphic Designer & Digital Content Management
2020/2024

Contact

brookslk35@gmail.com

Information

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Lauren Brooks

Graphic Designer & Digital Content Manager

I am a Graphic Designer and Digital Content Manager with over four years of experience creating impactful and cohesive brand identities across digital and print platforms. My expertise spans website design, social media content, branding, and logo creation, combining creative vision with strategic market research to develop standout brands that remain consistent across all touchpoints.

At VIIA, I lead social media management and design, crafting monthly, on-trend content calendars and managing community engagement across platforms like Meta, X, Instagram, Snapchat, and YouTube. By fostering meaningful connections and analyzing performance metrics, I deliver strategies that optimize both organic and paid campaigns to enhance visibility and engagement.

In addition to social media, I collaborate with the Art Director, CEO, and cross-functional teams to implement rebranding initiatives, develop product packaging, and oversee photoshoots that produce high-quality, on-brand imagery. Leveraging tools like Adobe Creative Suite and Figma, I design compelling visuals for print, digital, and multimedia platforms. My work includes custom illustrations, photo editing, and platform-specific designs, all tailored to amplify brand identity and customer engagement.

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Experience

Professional

VIIA Hemp Co

March 2024–Present

Digital Content Manager & Graphic Designer

In my role, I primarily manage VIIA's social media calendar to maintain an engaging and cohesive online presence across platforms like Instagram, TikTok, and X. I create, design, and write content tailored to each platform, ensuring that it aligns with VIIA's brand voice and aesthetics. Engaging with our audience is key to my work, as I foster connections and respond to community interactions to build a loyal following. To keep our strategies effective, I research and apply best practices for social media growth. Additionally, I collaborate with other designers on projects that extend beyond social media, such as product packaging, print materials, and other design needs that support the brand's identity across different media.

Arcana Design Studio

April 2023–Present

Owner & Creative Director

I develop cohesive brand identities for clients through website design, social media visuals, branding, and logo design. I conduct market research to ensure each brand stands out and remains consistent. I work with clients to design user-focused websites, product packaging, and engaging social media content, creating impactful brand experiences across digital and physical platforms.

Backroom Records

January 2022–May 2024

Senior Graphic Designer

Applied design fundamentals in typography, layout, and color selection. Created motion graphics and digital files for print and digital use, aligning each release with both artist vision and label direction.

Taylor and Pond Agency

October 2022–May 2023

Graphic Designer

Collaborated with content and marketing teams to ensure brand-compliant social media assets. Created design briefs for social media, print, banners, and digital ads, proactively presenting new design ideas to align with emerging trends.

Skills

Brand Design
Product Packaging
Content Creation
Social Media Management
Website Design
Print Materials
Photoshoot Management

Software

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Figma

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01 VIIA

Packaging Design

Objective – Develop a distinctive and minimalistic packaging design for VIIA products that captures attention on shelves and differentiates from competitors. The design should be fully aligned with VIIA's brand identity and aesthetic, highlighting key differentiators and benefits that set VIIA apart within the hemp industry. Ensure that all essential product information, including unique selling points and content details, is clearly visible and easy to read.

Approach – Initiated the process with comprehensive market research to analyze packaging trends among leading hemp brands. Leveraged insights from this research to develop a range of design variations that are both visually compelling on retail shelves and aligned with VIIA's brand identity. Progressed through a strategic selection and refinement process to finalize the optimal design.

Results – A design that embodies VIIA's brand essence while ensuring high visibility and impact on retail shelves.

When: May 2024
What: Packaging Design
Who: VIIA Hemp Company





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02

AVVA Productions

Website Design & Logo

Objective – The objective is to design a modern, visually engaging portfolio website for a video production company, effectively showcasing their work to attract and engage potential clients.

Approach – My approach began with a meeting with the owner of AVVA Productions to clarify the desired style and aesthetic. I then

When: November 2024

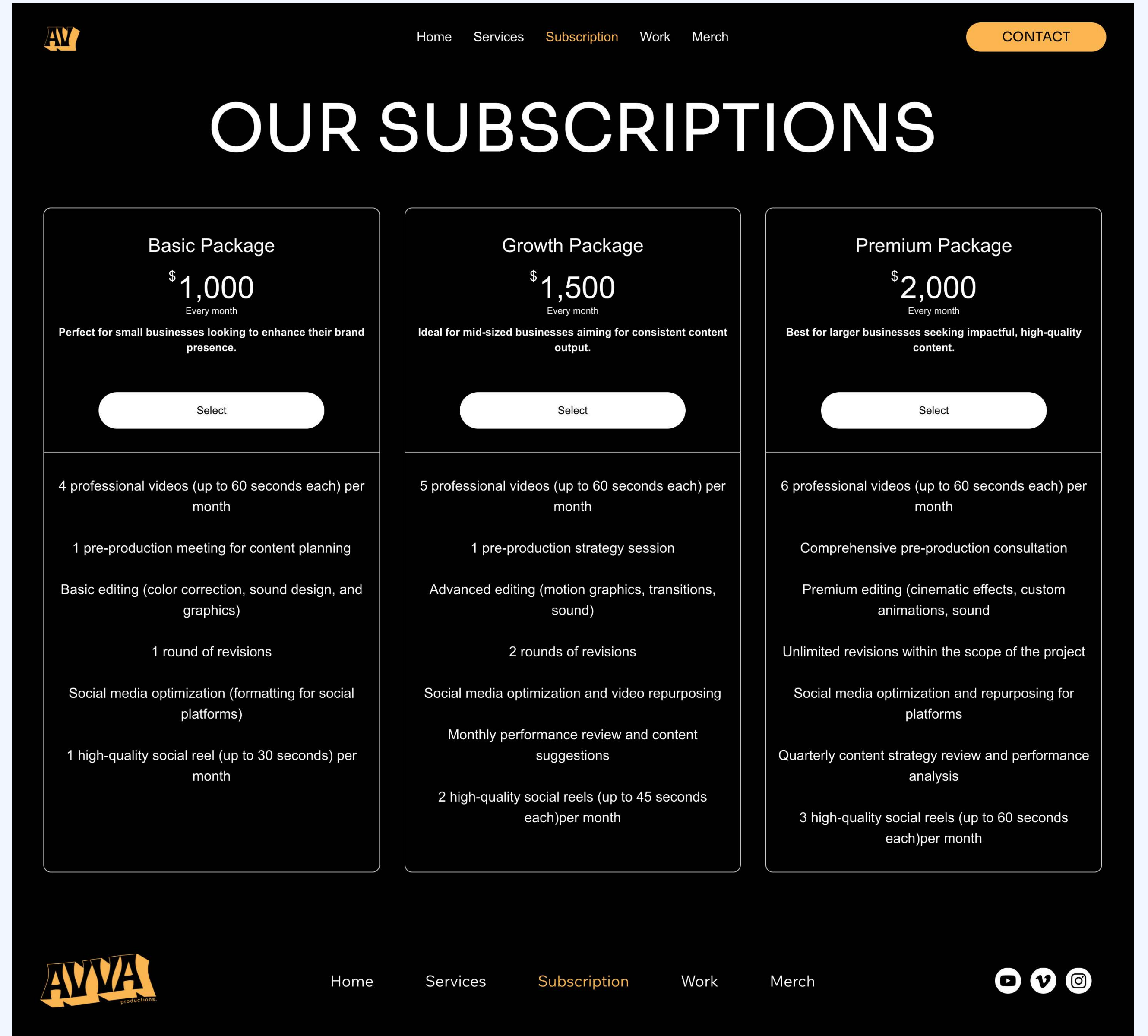
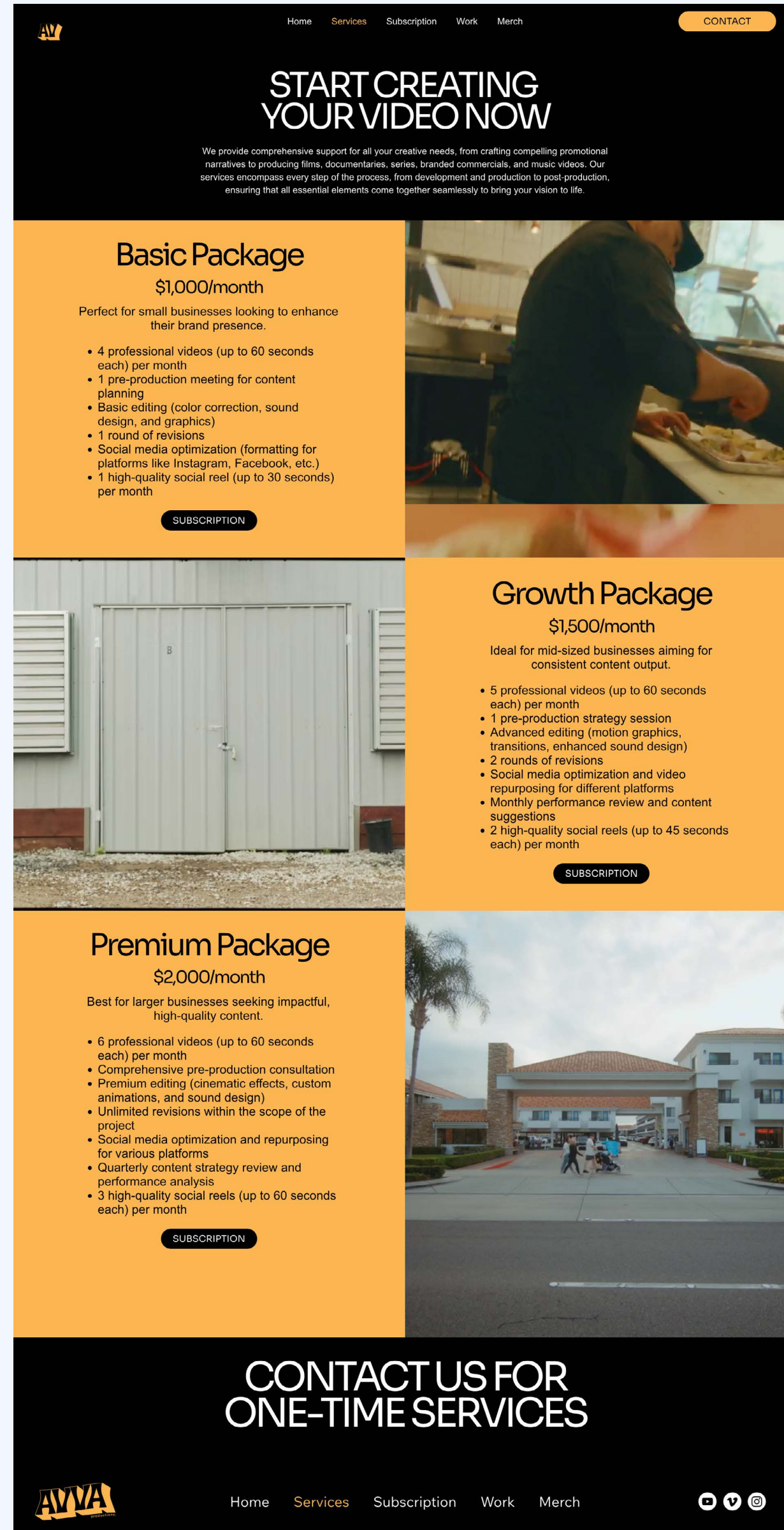
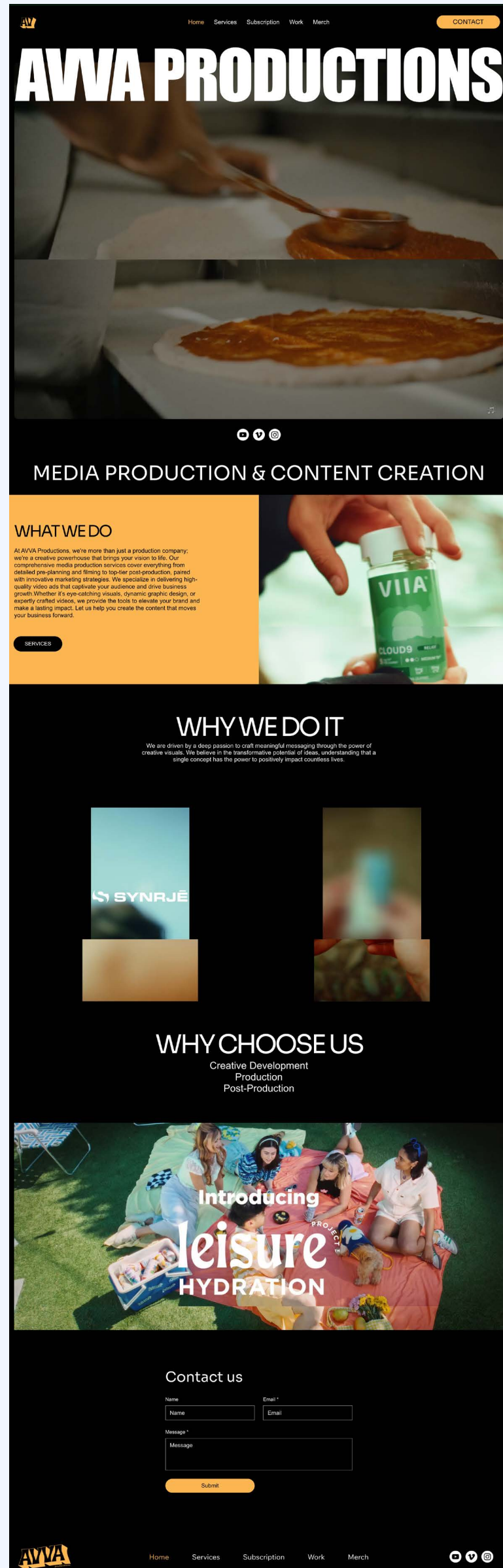
What: Website Design & Logo

Who: AVVA Productions

conducted comprehensive research into websites of other content creators and video production companies to identify effective strategies for showcasing their work in the most impactful way.

Results – A distinctive website that effectively highlights the client's video production expertise and the range of services offered.







03 VIIA

[Content Creation & Social Media Management](#)

Objective – The objective is to develop social media content that engages and informs customers while fostering an emotional connection to VIIA products. By leveraging the social space to enhance brand awareness, the strategy combines a friendly, relatable tone with user-generated content (UGC) to cultivate a strong sense of community.

Approach – My approach began with in-depth research on competitors and other successful social media pages, coupled with an analysis of VIIA's current social media analytics. This allowed me to identify gaps and opportunities for improvement, guiding the development of content strategies tailored to increase engagement, strengthen the sense of community, and effectively communicate the unique qualities of VIIA's products to followers and customers.

Results – A social media approach that aligns with VIIA and their mission while driving engagement and encouraging community.

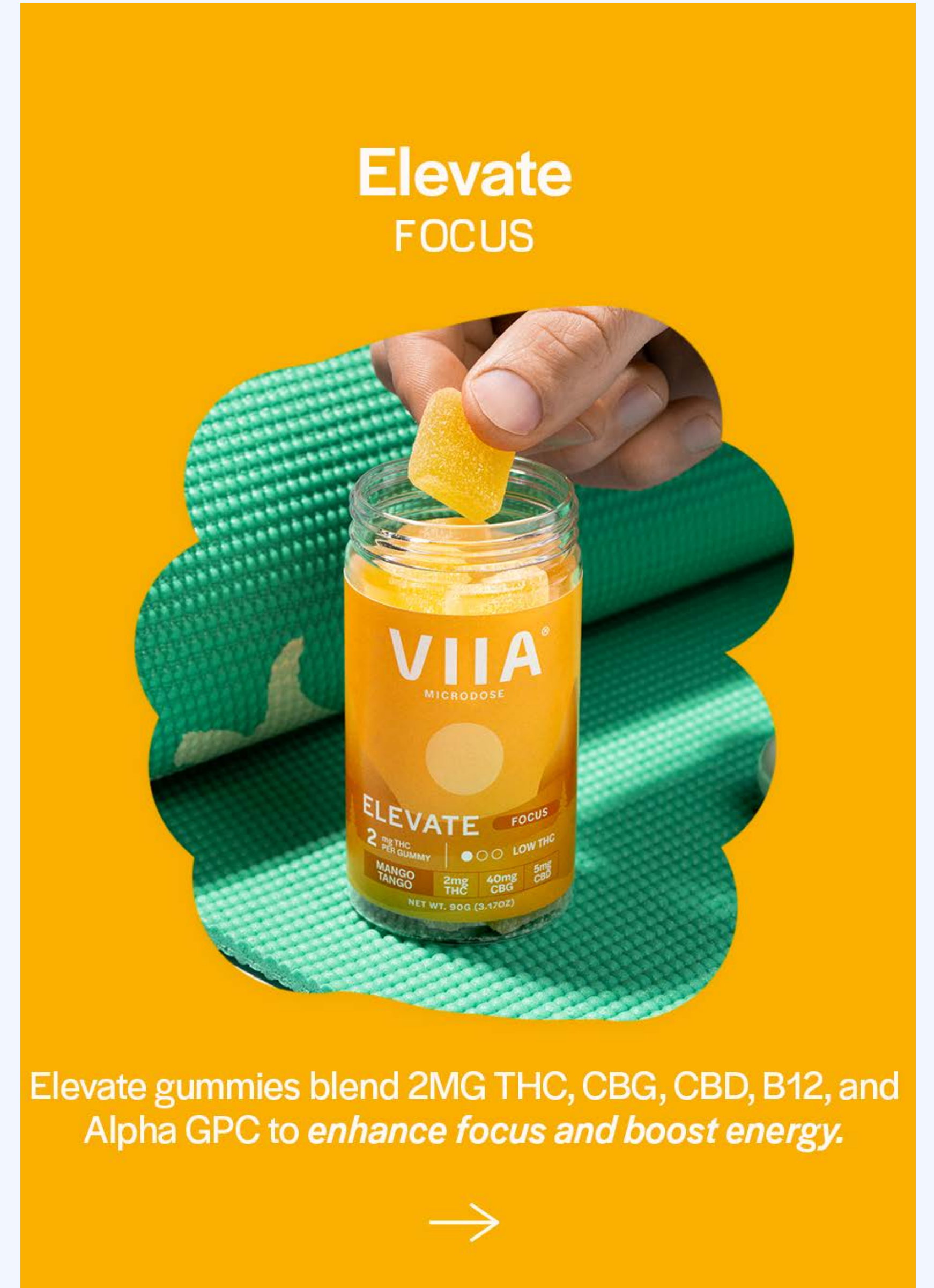
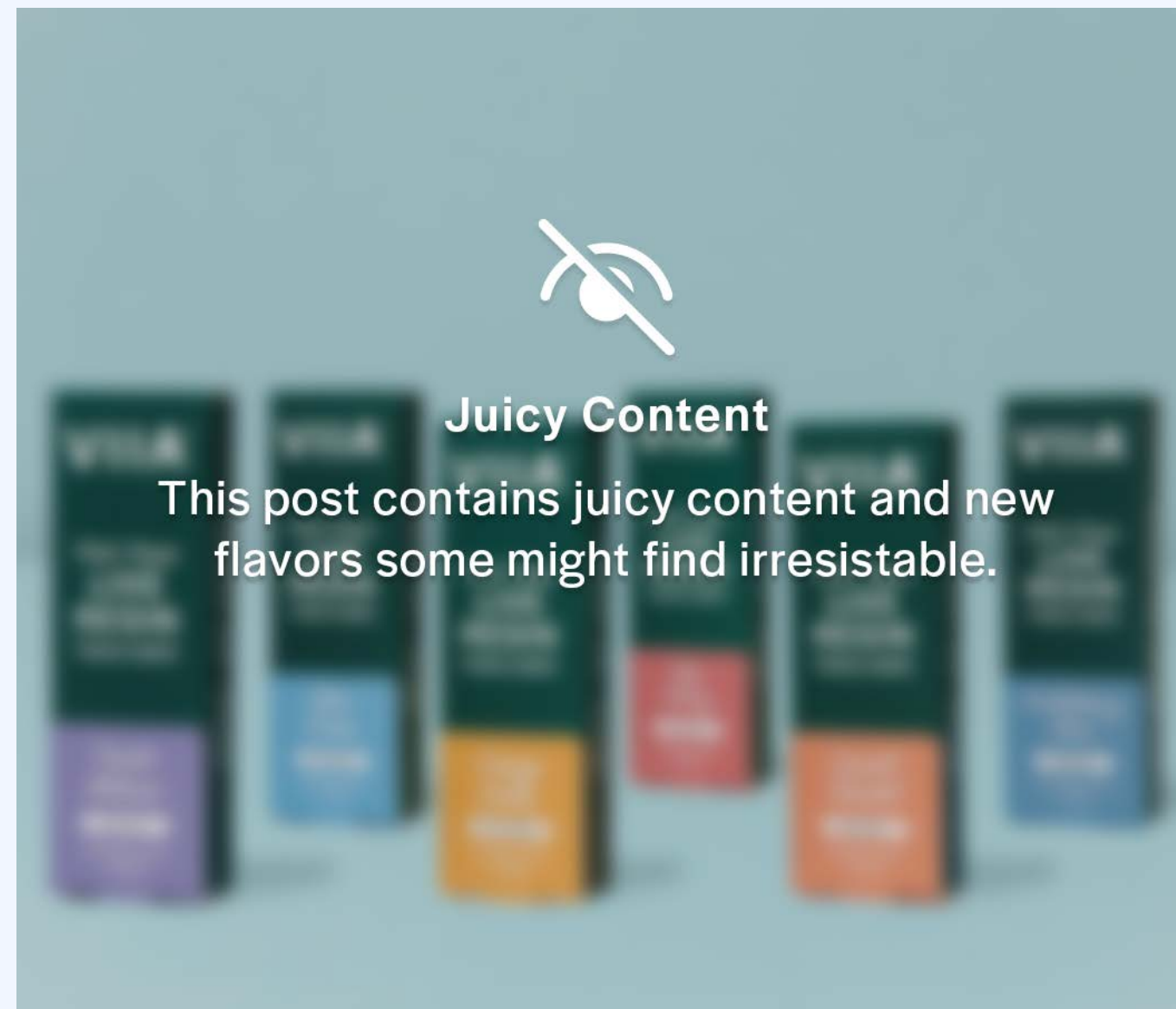
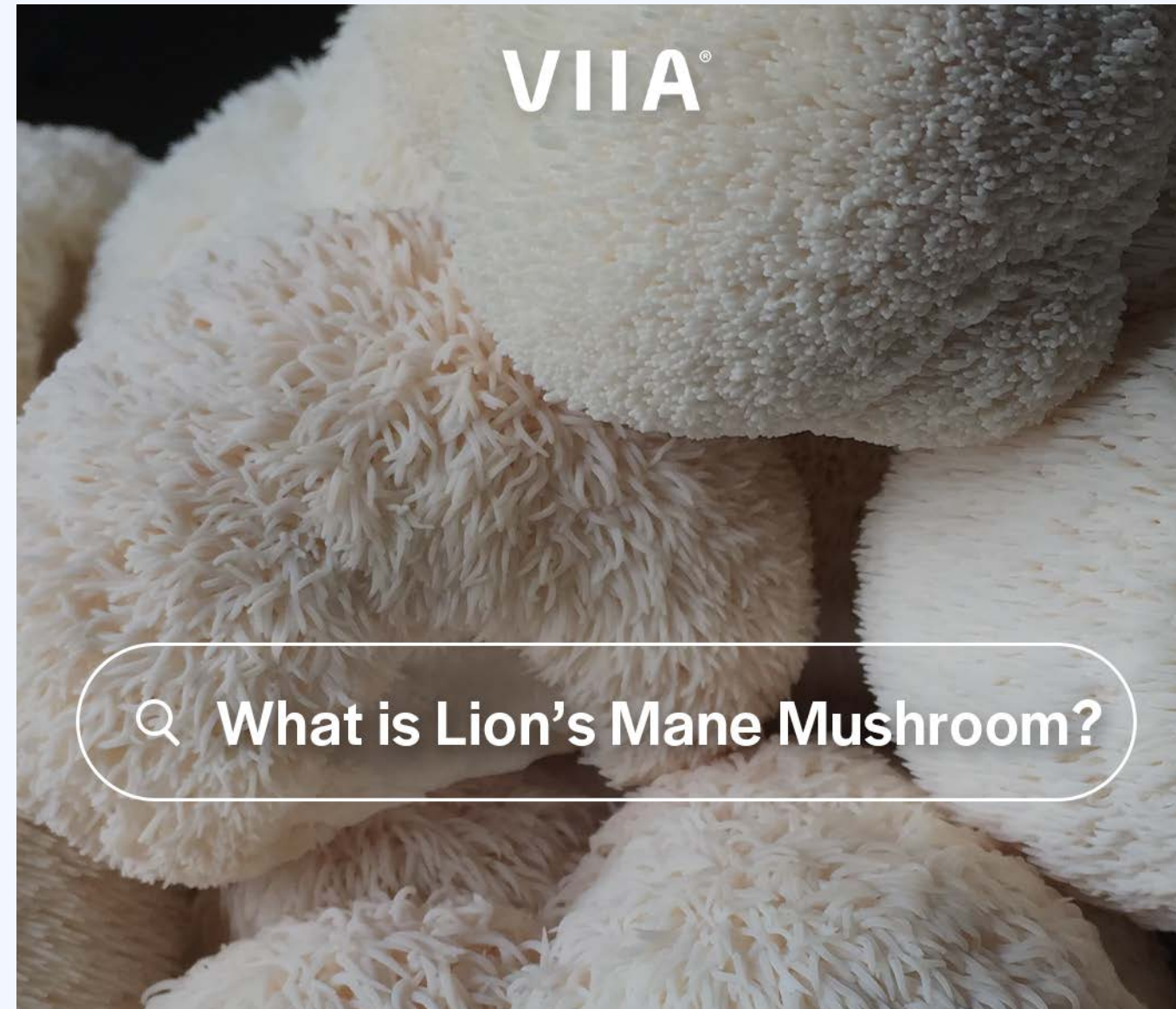
- When:** November 2024
- What:** Content Creation & Social Media Management
- Who:** VIIA Hemp Company

Choose your effect



Sleep







04

Matcha Moments

Logo, Brand Identity & Packaging Design

Objective – The objective was to develop a matcha brand positioned as a fresh entrant in the health drinks market, delivering vitamin-packed beverages in a flavorful and enjoyable way. The brand aimed to be vibrant, distinctive, and innovative, breaking conventional design norms to foster a welcoming and playful identity.

Approach – My approach began with conducting in-depth research into the market, followed by the creation of a moodboard to guide the design direction. After developing several logo variations, I refined the one that best aligned with the brand's goals. I then proceeded to create comprehensive brand guidelines, including typography and color palette. Once the guidelines were finalized, I focused on packaging design, refining my concepts to select the one that most effectively represented the brand.

Results – The result was a vibrant and inviting matcha brand designed to appeal to a wide audience, offering an enjoyable experience for all.

When: May 2023

What: Logo, Brand Identity & Packaging Design

Who: Matcha Moments



05

Surface Hair

Social Media & Holiday Packaging Design

Objective – The objective was to develop social media assets that align with the brand's identity while clearly communicating the unique features of each hair care line and highlighting why customers should choose Surface Hair. Additionally, a key goal was to design holiday packaging for gift sets to be sold during Christmas, maintaining brand consistency while delivering a luxurious, limited-edition aesthetic.

Approach – The approach involved close collaboration with the Surface Hair marketing team to ensure all assets remained consistent with the brand's identity. Additionally, I worked with brand designers to develop cohesive and impactful social media assets. For the holiday packaging design, I conducted thorough research on seasonal packaging trends and reviewed the brand's previous holiday designs to ensure alignment with established guidelines and aesthetic standards.

Results – Social media assets effectively conveyed key information to customers, while holiday packaging maintained brand alignment and delivered strong shelf appeal.

When: April 2023

What: Social Media & Holiday Packaging Design

Who: Surface Hair







06 TYFAST Energy

[Website Design](#)

Objective – The objective was to develop a website for an energy company that manufactures high-performance batteries designed to replace diesel, promoting a cleaner environment and more efficient energy usage. The website was crafted to be minimalistic and informative, with the goal of encouraging visitors to reach out to TYFAST for further information about their products.

Approach – My approach began with a meeting with the CEO of TYFAST to discuss the vision for the website, followed by a review of design inspiration. I conducted in-depth research into competitor websites to better understand the industry and identify effective ways to communicate key information to potential customers.

Results – The result was a streamlined website that conveyed credibility and effectively presented essential information, while encouraging potential customers to engage further and learn more.

AWARDS



2023 CleanTech Open National Winner



2023 Army Awardee for Military Vehicle Batteries



2023 DOE/ARPA-E Awardee to Build Batteries for Next-Gen EV's



2022 CEC Awardee for Next-Gen LVO Anodes



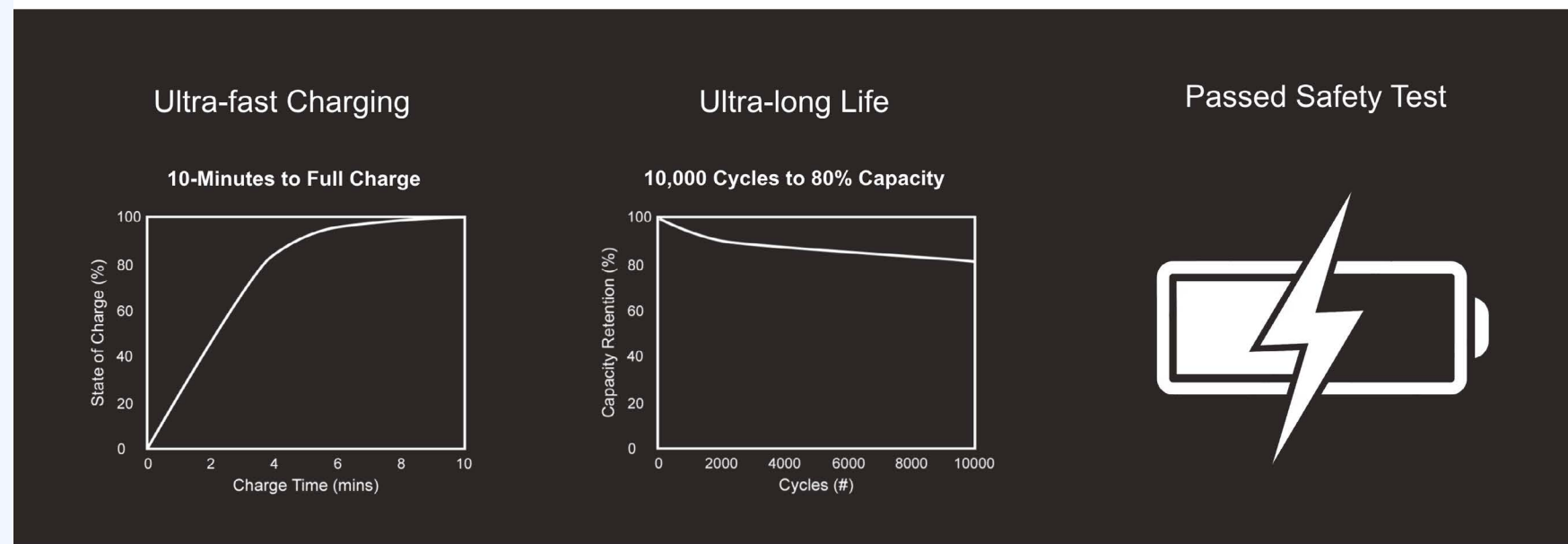
- When:** February 2024
- What:** Website Design
- Who:** TYFAST Energy



TYFAST

Product Technology Team News Privacy Policy Contact

Proprietary vanadium-based anode replaces graphite to deliver 10x faster charging, 10x cycle life, new charge capability below freezing and enhanced safety with metal oxide anode.



Contact us for cell evaluation or to learn more about our high-performance technology.

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San Diego, California



TYFAST

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High-performance lithium ion batteries to obsolete diesel in heavy duty trucking, mining and construction vehicles

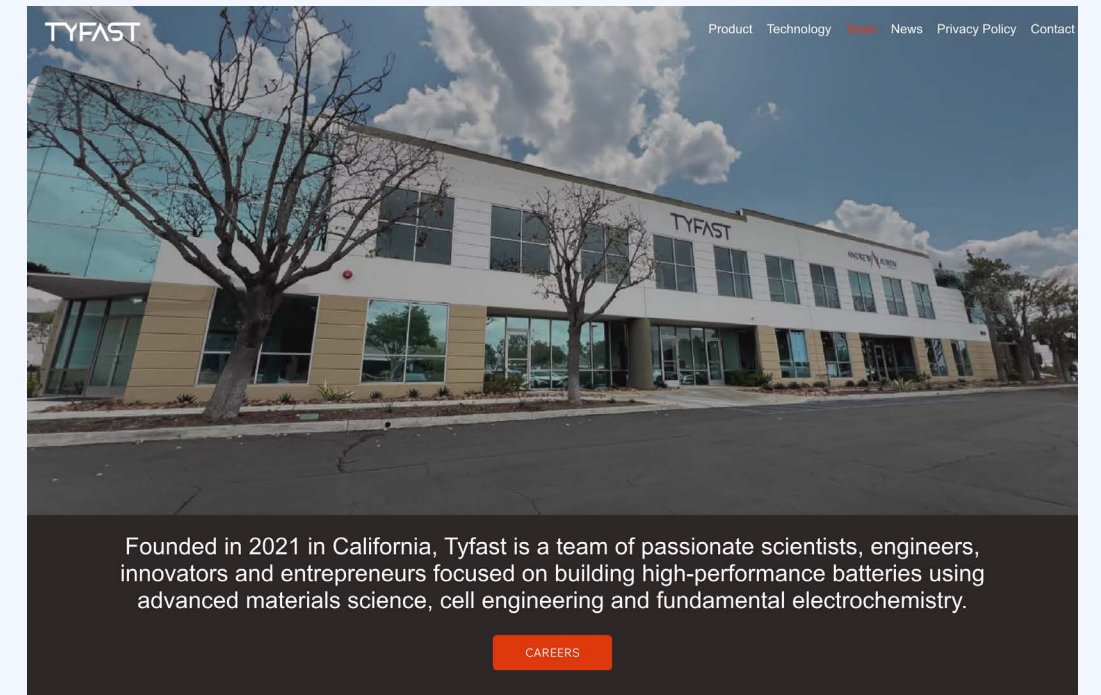
<p>Product</p> <p>High performance lithium ion cells for module, pack and vehicle integration</p>	<p>Innovation</p> <p>Tyfast uses a proprietary vanadium oxide anode to enable a new class of high performance lithium ion technology. 5 Patents Pending.</p>	<p>Domestic Supply</p> <p>Tyfast vanadium oxide anode is made with 100% US-sourced raw materials and the high performance lithium ion cells are 100% Made in USA.</p>	<p>Status</p> <p>Tyfast lithium ion cells are available for testing. Contact us if interested in evaluating this breakthrough product.</p>
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Contact us for cell evaluation or to learn more about our high-performance technology.

CONTACT

TYFAST Product Technology Team News Privacy Policy Contact

San Diego, California



TYFAST

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Founded in 2021 in California, Tyfast is a team of passionate scientists, engineers, innovators and entrepreneurs focused on building high-performance batteries using advanced materials science, cell engineering and fundamental electrochemistry.

CAREERS

Our Team



<p>Gulin Q CEO and Co-founder</p>	<p>Haodong Liu CTO and Co-founder</p>	<p>Ping Liu COO and Co-founder</p>	<p>Angelica Soto Office Manager</p>
<p>Kangwoon Kim Battery Materials Engineer</p>	<p>Min Wei Battery Testing Engineer</p>	<p>Nick Thomson Battery Technician</p>	<p>Daniel Rubiano Battery Technician</p>
<p>Valerie Amanda Battery Engineer</p>	<p>Jonah Meddles Battery Operator</p>	<p>David Bowman Battery Technician</p>	<p>Ben Richardson Advisor</p>
<p>Ryo Tamaki</p>	<p>Mark Verbrugge</p>	<p>Gregory Iwahashi</p>	<p>Ed Williams</p>

07 VIIA

Protoshoot Management

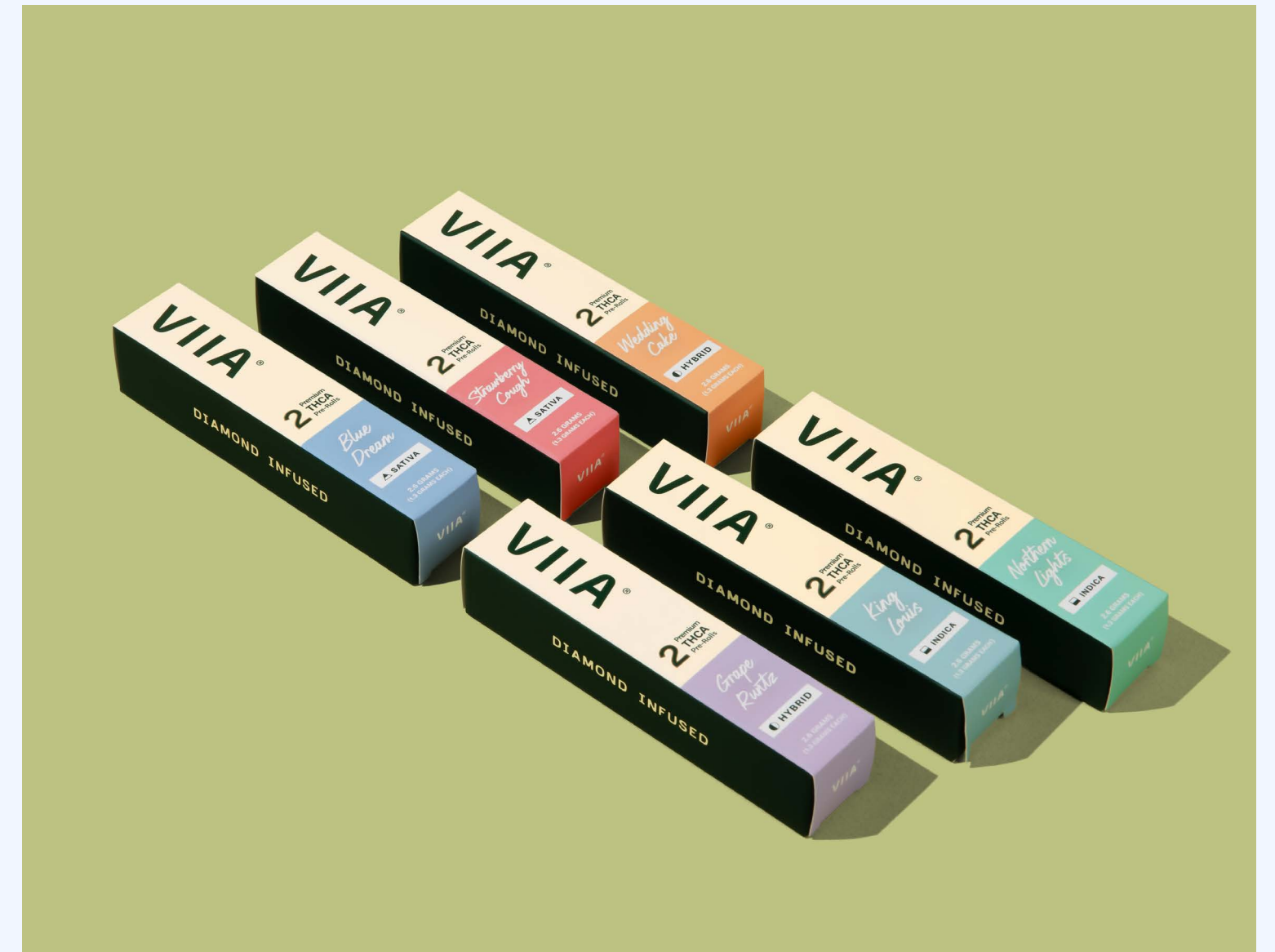
Objective – Ensure the successful execution of a visually impactful photoshoot that aligns with VIIA's brand identity and project goals. Execute planning, creating a clear brief, and managing the photography team to maintain alignment with the creative vision.

Approach – Beginning with pre-production, where the vision was defined through mood boards, shot lists, and detailed briefs. Logistics

When: August 2024
What: Photoshoot Management
Who: VIIA Hemp Company

were arranged, and the team is coordinated to align with the creative direction. During the shoot, I oversaw the execution, maintaining quality, and ensuring the schedule is followed. In post-production, feedback is provided on edits to finalize visuals that meet brand standards and objectives.

Results – Photography that aligns with VIIA's brand identity and goals.







08

YUM YUM Truck

Logo, Brand Identity & Packaging Design

Objective – The objective was to create a visually striking identity that could seamlessly translate to their vibrant food truck, enhancing the customer experience while reflecting the savory, sweet, and spicy flavors of their offerings.

Approach – My approach began with comprehensive competitor research and the creation of moodboards to refine the brand’s visual

When: May 2023
What: Logo, Brand Identity & Packaging Design
Who: YUM YUM Truck

identity. I then developed and refined the logo, followed by the design of complementary elements such as color palettes, typography, menus, and other materials. These designs were crafted to align with the brand’s personality, fostering a vibrant and engaging atmosphere for customers.

Results – A food truck that serves great vibes and great food!





09

VIAA

Merch Design

Objective – The objective was to design merchandise for VIAA that reflects the brand’s aesthetic and identity while incorporating a modern and trendy appeal to resonate with the target audience.

Approach – My approach involved researching contemporary and trendy merchandise designs to align with VIAA’s brand aesthetic. I also conducted an analysis of our target market and demographic to ensure the merchandise resonated with the intended audience. The final designs included a diverse range of items such as baseball caps, t-shirts, tote bags, lighters, and other products, offering a variety of options to appeal to different customer preferences.

Results – A merch line that aligns with both the target audience and VIAA’s brand identity.

When: September 2024
What: Merch Design
Who: VIAA Hemp Company



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10

Arcana

Logo & Brand Identity

Objective – The objective is to develop a cohesive brand identity and logo for a design studio that offers both design services and a curated selection of tarot cards and mystical goods. The brand embodies a modern witch aesthetic, combining a friendly and inviting atmosphere with a contemporary and mystical vibe.

Approach – My approach began with researching studio names to ensure alignment with the brand's aesthetic and vision. I then created a moodboard and conducted competitor research to identify opportunities for differentiation. Building on this foundation, I designed a logo that was both engaging and inviting while incorporating a celestial-inspired theme. After finalizing the logo, I developed comprehensive brand guidelines, which served as the framework for further expanding and refining the brand's identity.

Results – A brand that resonates with my designs and the feel I wanted to express.

When: August 2024

What: Logo & Brand Identity

Who: Arcana





11 Get Em In Nutrition

Logo, Website Design & Merch Design

Objective – The goal was to design a website for a nutritional supplement company that seamlessly blends a vintage gym aesthetic with modern elements, creating a gender-neutral appeal. This approach aimed to engage and attract new customers, encouraging them to explore the brand and its offerings further.

Approach – My approach began with meeting the owners to discuss comparable brands, identify opportunities to differentiate their products, and ensure that the designs aligned with their vision.

I conducted extensive research on the nutritional supplement industry, analyzing websites, product packaging, and branding strategies. This thorough analysis allowed me to craft unique and distinctive designs that set their products apart in a competitive market.

Results – The result was a gender-neutral website with a vintage gym aesthetic that highlighted the brand's unique qualities.

When: November 2024
What: Logo, Website Design & Merch Design
Who: Get Em In Nutrition

