

LAUREN NIEBES

CREATIVE DIRECTOR + DESIGNER

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WORK EXPERIENCE

CREATIVE DIRECTOR

DallasChild Magazine | March 2010 – May 2019

I developed the creative and editorial strategies for the brand and individual titles, ensuring its execution throughout print, digital and live event platforms. Under my direction, the company completed a full redesign and rebuilt the website in May 2012 and September 2018.

Highlights:

- Oversaw the art and editorial departments
- Managed a team of seven (3 designers; 4 editors)
- Awarded PMA's General Excellence in 2012, 2014, 2015, 2016

Additional Responsibilities:

- Developed a stable of freelance photographers and illustrators
- Maintain the art and editorial department budgets
- Art directed all interior shoots for the print platform
- Art directed and designed marketing materials

ART DIRECTOR

DallasChild Magazine | May 2008 – February 2010

I led a complete rebranding and redesign of *DallasChild* and its sister publications, which won Most Improved Magazine as well as General Excellence at the Parenting Publications of America (now Parenting Media Association [PMA]) annual awards in 2008.

Responsibilities included:

- Concept, produce, style and art direct cover shoots
- Manage workflow of art and editorial departments
- Write editorial headlines
- Design feature layouts, select departments and covers for all magazines

MANAGING EDITOR

DallasChild Magazine | October 2007 – May 2008

- Managed the copy flow of the editorial department
- Managed a team of two
- Cast, styled and produced all cover shoots

STYLE EDITOR

DallasChild Magazine | May 2006 – October 2007

- Wrote briefs and blog posts on women's and kids' style
- Cast and styled all cover shoots

TECH SKILLS

InDesign, Photoshop, Illustrator, Dreamweaver, WordPress

INVOLVEMENT

Board member, Parenting Media Association (2013-2016)

Dallas Society of Visual Communications

AIGA, Dallas-Fort Worth Chapter

EDUCATION

B.A. Advertising, Southern Methodist University, Dallas, Texas | 2006