



Name: Lauren Thompson

Industry: Creative

College Major: BFA Graphic Design, Class of 2025

Job Title: Marketing Graphic Designer

Company: Ramsey Solutions

What is the day in the life like at your job? What are typical job responsibilities for someone in this role?

As a marketing graphic designer on the Live Events team at Ramsey, I am responsible for designing any marketing assets needed throughout an event's marketing campaign. I collaborate closely with marketers and copywriters to design emails, paid ad campaigns, landing pages, and other digital assets. I mainly design in Adobe Photoshop, Adobe Illustrator, and Figma.

What do you love about your job?

I love getting to be a creative problem solver and communicator at my job. As a designer, your work is often shaping and influencing someone's visual experience, whether that be with an event, a digital product, or something else. Knowing that you were able to make someone's experience easier, more enjoyable, and more positive is always a great feeling.

What is challenging about your role?

As a designer, your work is constantly being put through critique and refinement. I think it takes a lot of courage to consistently present and share your work; however, critique is a critical step in developing your skills and helping your work reach its best form.

What are the benefits of working in this field?

The main benefit that sticks out to me about being a designer is the variety of work. You are constantly able to express yourself creatively and work on a wide range of projects that require your skills. I love learning new programs, techniques, and disciplines, which usually gives me the opportunity to take on

new and exciting work. Rarely does my work look the same from week to week, and I find that helps decrease creative burnout or exhaustion from focusing on a single thing.

What experiences did you have that prepared you for this role?

During my time at Lipscomb, I was very fortunate to work on the *Dolly Parton: My Life in Rhinestones* exhibit as a student. Being part of a project and event of that scale was a great experience and expanded my understanding of the work it takes to make an event like that possible. Little did I know, I would later be working in the live events world, where designing assets focused on live experiences is my day-to-day work!

What do you see happening in the future for these types of careers?

With the rising use of AI in the digital marketplace, I feel that the need and appreciation for high-quality design will continue to grow. While AI can be a great tool for designers and something we should all be learning to use well, I don't think the need for the human touch in design is going anywhere.

What advice do you have for a student considering a career in your profession?

The best advice I could give would be to "say yes" to as many different opportunities as you can while you're a student. Collaborate with a film major on a movie poster, help a business major with branding for their project, or find other ways to work alongside people in different disciplines. There were so many fun and amazing projects I got to be a part of while in school that have served me well in my professional career. Rarely will you find yourself surrounded by so many creative people, all working on projects across different creative disciplines.