Lauren Metzler

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Professional Summary

Creative and versatile Designer with 10+ years' experience across print, digital, Visual Design, Branding, Motion Graphics and UX design. Skilled in Adobe Creative Suite, branding, marketing campaigns, and accessibility-focused design. Experienced collaborating with cross-functional teams to deliver innovative, user-centric solutions that align with business goals.

Core Skills

• Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)

• UX/UI Design (Figma, Sketch, InVision)

• Branding & Identity Design

• Marketing Campaigns (digital, social, print)

• Accessibility Design (WCAG 2.2, CPACC certified)

• Visual Storytelling & Creative Strategy

• Cross-Platform Design (web, mobile, print, social media, podcasts)

• Stakeholder Collaboration

Professional Experience

Senior Designer — ARN Media
2019 – 2024

• Designed and delivered creative assets across major brands including KIIS, GOLD, iHeartRadio, and Kyle & Jackie O.

• Produced integrated campaigns across digital, social, print, and podcast platforms, ensuring consistent brand storytelling.

• Collaborated with strategy and integration teams to deliver high-impact creative that increased audience engagement.

• Streamlined workflows by implementing design systems and templates, reducing project turnaround time.

UX Designer — Westpac
2025 – 2025

• Designed accessible user interfaces for mobile and desktop platforms in alignment with WCAG 2.2 guidelines.

• Developed A11y Crumbs, a micro-learning series used across design teams to improve accessibility standards.

• Collaborated with product managers and developers to ensure seamless user journeys and intuitive design flows.

• Earned CPACC Certification, strengthening accessibility expertise across the team.

Freelance Designer / Illustrator
2012 – Present

• Delivered branding, marketing, and UX solutions for clients in media, education, and non-profit sectors.

• Created visually compelling assets including logos, websites, print collateral, and digital campaigns.

• Supported clients with strategy, creative direction, and end-to-end design execution.

Education & Certifications
CPACC Certified (International Association of Accessibility Professionals) – 2024

Bachelor of Fine Arts – (University of Oregon) - 2009

Portfolio
laurenmetzlerdesign.com