

LAUREN BOUTWELL

laurenboutwell.com | boutwell.lauren@gmail.com | 601-917-4001

Graphic Design Major with a Concentration in Marketing

Designer with a marketing mindset passionate about creating purposeful visuals that connect people and brands. Experienced in leading creative projects from concept to execution across print and digital media, with a focus on clear storytelling and cohesive brand identity.

EXPERIENCE

Yearbook Co-Editor in Chief, Mississippi College — Clinton, MS

Applications used: Adobe Illustrator, Canva, Google Suite, eDesign

Fall 2024 - Present

- Designed cohesive page layouts, cover page, and visual systems for a 100+ page publication reaching 4,000+ students and faculty.
- Directed a creative team through concept development, deadlines, and editorial consistency aligned with brand guidelines.
- Applied audience-focused design principles to enhance storytelling and emotional connection with readers.

Riley Foundation Summer Intern, Meridian Museum of Art — Meridian, MS

Summer 2025

- Supported community art initiatives through exhibition design and youth class instruction, fostering engagement and visual learning.
- Supported exhibition installation by cataloging artwork, matting and framing pieces, and assisting in the professional hanging of exhibits.
- Demonstrated adaptability by assisting with various behind-the-scenes tasks as needed to support daily museum operations

Graphic Design Intern, First Baptist Church Meridian — Meridian, MS

Applications used: Canva Brand Kit, Canva Teams, Microsoft Suite

Summer 2024

- Developed a lasting brand kit for a 350-member congregation, creating a cohesive visual identity for all print and digital communication
- Designed high-impact materials including service connection cards, signage, and templates to unify church outreach and improve engagement.
- Collaborated with church leadership to implement new design workflows and train staff in Canva Teams, ensuring consistent branding across all ministries and events.

LEADERSHIP & INVOLVEMENT

Creative Pulse Club Secretary, Mississippi College's Graphic Design Club | Fall 2025 - Present

- Organized and managed attendance, volunteer sign-ups, and event logistics to support member engagement.
- Collaborated with the social media officer to develop a new visual identity and establish the club's first active digital presence, increasing engagement and awareness.
- Led fundraising initiatives and community partnerships to support creative projects and campus involvement.

American Marketing Association member, Mississippi College's chapter | Fall 2024 - Present

Swannanoa Social Tribe active member, Mississippi College | Fall 2023 - Present

SKILLS

TECHNICAL SKILLS

- Adobe Creative Suite
- Google Suite
- Microsoft Office
- Canva

CREATIVE SKILLS

- Brand design
- Publication layout
- Creative problem solving
- Collaboration

EDUCATION

Mississippi College — Clinton, MS

Bachelor's in Graphic Design with a Marketing Concentration

Anticipated Graduation: May 2027 | GPA: 3.95

