



LAUREN (SCHLERF) DALY

CREATIVE DIRECTOR / ART DIRECTOR / VISUAL COMMUNICATIONS

Haverhill, MA / 267.250.1159 / laurenschlerf@gmail.com / creativebean.org

PROFESSIONAL PROFILE

Senior creative leader with 25 years of experience translating complex technology, government, legal, healthcare, and business priorities into clear visual communications. Leads strategy and remains hands-on across brand systems, executive presentations, information design, websites, campaigns, motion, video, and events. Builds practical creative systems and AI-enabled workflows that improve speed and consistency while protecting accuracy, accessibility, and brand integrity. Active Top Secret clearance.

CORE CAPABILITIES

Creative direction and art direction	Information design and data visualization	Brand systems and campaigns
Executive presentations and proposals	Website and UX direction	Motion, video and multimedia
Creative operations and team leadership	AI-enabled creative workflows	Section 508 and WCAG-aware design

PROFESSIONAL EXPERIENCE

CREATIVE BEAN LLC / INDEPENDENT CONSULTING

Greater Boston / Remote

Senior Creative Director and Visual Communications Consultant

2020-Present

- Lead creative strategy and hands-on execution for federal, defense technology, legal, education, healthcare, and growth-stage engagements across presentations, technical graphics, brand systems, web, campaigns, motion, and video.
- Translate policy, acquisition, spectrum, research, legal, and operational content into accessible visual narratives for executives, technical experts, government stakeholders, and public audiences.
- Build reusable templates, presentation systems, icon libraries, content structures, and review practices that help distributed teams produce consistent work faster.
- Guide intake, scope, schedules, stakeholder reviews, vendors, accessibility, version control, and final quality across concurrent rapid-turn assignments.
- Selected engagements include DHS, NTIA, IRS, U.S. Army ARCP, ManTech, WilmerHale, Steel Point Solutions, AMI, and technology companies.

SYSTEMS AND TECHNOLOGY RESEARCH

Woburn, MA

Graphic Design Lead

2017-2020

- Led brand and creative communications for a defense research and technology organization, creating recruiting campaigns, proposal graphics, executive presentations, infographics, UI concepts, technical illustrations, web content, motion, and video.
- Directed a \$30K public website redesign that increased recruiting engagement by 40% and a \$40K SharePoint redesign that improved onboarding and access to essential information.
- Established brand standards, advised technical and business leaders, coordinated creative contributors, and protected quality across high-visibility initiatives.

SELECTED GOVERNMENT WORK

DHS / Acquisition and executive communications supporting federal procurement audiences.

NTIA / Executive information design for a national spectrum reallocation program.

IRS / Motion and information design for an IT cloud transformation initiative.

U.S. Army ARCP / Brand, campaign, social, and multimedia communications for service members and stakeholders.

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CREATIVE LEADERSHIP AND VISUAL STORYTELLING

ADDITIONAL EXPERIENCE

PAUL WEISS RIFKIND WHARTON AND GARRISON LLP

New York, NY

Senior Graphic Artist, Trial Graphics Support

2013-2016

- Created high-stakes presentations, information graphics, video, publications, signage, and large-format courtroom materials that made complex evidence understandable and persuasive.
- Advised case teams on visual strategy while managing confidential rapid-turn production, exacting review cycles, and rigorous final quality.

STRIBLING AND ASSOCIATES, NOW COMPASS

New York, NY

Art Director / Senior Designer

2012-2013

- Directed designers and vendors across brand campaigns, websites, digital content, photography, video, print, and presentations for a premium multi-office real estate firm.
- Managed budgets and production partners, launched a Brooklyn office campaign, and introduced digital-screen advertising across neighborhood offices.

BALLARD SPAHR LLP

Philadelphia, PA

Senior Designer

2009-2012

- Led national brand and promotional work across 13 offices, spanning campaigns, presentations, publications, advertising, events, web content, photography, and design systems.
- Supervised junior designers, managed production workflows, and protected brand consistency across offices and channels.

SELECTED LEADERSHIP

Complex information. Executive dashboards, program timelines, technical diagrams, proposal graphics, and visual systems that help decision-makers understand priorities and dependencies.

Creative operations. Clear briefs, review practices, templates, standards, asset structures, vendor direction, and quality control for distributed teams.

Motion and multimedia. Storyboarding, animation, editing, audio, captions, and final delivery for technical and promotional content.

TECHNICAL TOOLKIT

Adobe InDesign, Illustrator, Photoshop, Acrobat, After Effects, Premiere Pro / Figma and Adobe XD / PowerPoint and Microsoft 365 / SharePoint, Power BI, Webflow and WordPress / Brand systems, presentation design, information design, data visualization, motion, video, photography, production, and AI-assisted workflow design

EDUCATION AND COMMUNITY LEADERSHIP

Temple University, Philadelphia, PA / Bachelor of Arts, Art History / Minor in Graphic Design / 2002

Timberlane Regional School District / Elected School Budget Committee Official

SELECTED ORGANIZATIONS

DHS	NTIA	IRS	U.S. ARMY	PAUL WEISS	STR
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