

# LAUREN M. RABAINO

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**Journalism is my trade. Design is my passion. I work at the intersection of the two. And I'm ready to stir things up.**

## EXPERIENCE

### **Blogger – 10,000 Words / MediaBistro October 2010 – Present**

Writes blog posts about trends, news, and tips in online multimedia storytelling, specifically in how it relates to the design process.

### **Designer – Spot.Uz October 2009 – Present (contract)**

Worked with journalism revolutionary David Cohn to continually redesign Spot.us, an experimental community-funded journalism site. Responsibilities included: product planning, mockups, CSS implementation.

### **Product designer – Publish2 December 2009 – January 2011**

Lead design for journalism start-up that builds collaborative web tools for newspapers. Created user interface concepts for web app, wrote specs for new functionality, completed QA testing for new functionality, designed in-house marketing materials, worked on agile development schedule.

### **Designer – PressThink September 2010 – October 2010**

As a freelancer, media critic Jay Rosen hired me to redesign his widely-read and respected journalism blog.

### **Creative director – CoPress May 2009 – January 2010**

Played a central role in design and multimedia education efforts including, but not limited to, mentoring clients on the basics of website design, preparing educational videos on the importance of web platforms, and leading webinars on different elements of design.

### **Graphic designer – Cal Poly State University October 2008 – December 2009**

Assisted professional and graduate student staff to develop online resources and print materials to support educational initiatives for on campus residents. Produced publications, posters, flash presentations, videos and programming resources in print and web formats.

### **Online/multimedia editor, reporter – Mustang Daily June 2007 – December 2009**

Edited online content, create still graphics for print and interactive graphics for the Web, create multimedia content for the Web. Transitioned staff from proprietary software to WordPress and started web-first editorial workflow.

### **Intern -Center for Innovation in College Media January 2009 – May 2009**

As the CICM intern, I blogged weekly about trends in college media and wrote tutorials for student journalists to take back to their newsrooms.

### **Webmaster – Mayberry Broadcasting Co. June 2007 – April 2009**

Interned as a reporter for KTIP AM 1450 news radio station. Responsibilities included reporting mostly government, crime, agriculture and education in the southern part of central San Joaquin Valley Calif.

### **Reporter – Southern Sierra Messenger May 2006 – August 2007**

Covered local government, education, and art beats for a weekly newspaper in Sierra-Nevada foothills.

## EDUCATION

### **Cal Poly San Luis Obispo**

Graduated in 2009 with a Bachelor's degree in journalism & a concentration in New Media.

## SKILLS

Adobe Creative Suite, graphic design, web design, CSS, HTML, JS/jQuery, video production, presentation design, blogging, podcasting, product management, QA testing, agile development, quick turnaround, wireframing and mockups, logo design. Plus lots more, promise :)