

Lauren Busser, M.S. (she/her)

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STRENGTHS

Skills: Content Design, UX Design, Digital Accessibility, Search Engine Optimization (SEO), Content Strategy, AP Style, User Research, Interviewing, Project Management, Storytelling, Storyboards, Concepting and Ideation, Editorial Calendars, Editorial Management

Software: Adobe Creative Cloud, Wordpress Canva, Clearscope, Google Suite, Miro, Figma, Basecamp

Project Management: Asana, Trello, Teamwork, Slack, Discord, Notion, Basecamp

Programming: HTML, CSS

WORK EXPERIENCE

Tell-Tale TV

02/2016 - Present

Associate Editor (08/2018 – Present)

Write weekly reviews of current television shows. Line edit 3-4 reviews a week coaching junior writers so they focus on critical analysis of assigned shows in under 24 hours.

- **Previous positions held:** Senior Writer (01/2018-08/2018) and Staff Writer (02/2016 to 01/2018)
- Produced a weekly news wrap consistently for 2 years increasing engagement and awareness of new material amongst followers.
- First member of the team to attend New York Comic Con as press.
- Conducted and transcribed exclusive interviews which lead to better engagement on the site and social media channels.

High Key Agency

09/2022 - Present

Press Manager

Interview clients to learn about their story and business and ideate article angles based on their package goals. Assign, edit, and publish articles providing weekly updates to the client.

- Developed post-interview email templates for clients to increase package transparency.

Local SEO Guide

02/2020 - Present

SEO Copywriter/SEO Editor

Freelance role working on a project basis, writing and editing SEO landing pages using Clearscope to optimize the keyword density while using natural language patterns.

New York University, Tandon School of Engineering

06/2021 – 05/2022

Graduate Assistant, Wearable Technology and Physical Computing

Collaborated with Kit McDermott, Industry Professor in Integrated Design and Media to express complex wearable design concepts in an easy-to-understand format.

- Conducted a hands-on soft switch workshop that focused on participant engagement.
- Produced tutorial for a solar necklace and communicated complex design challenges featuring diagrams that adhered to sewing pattern standards.
- Set standards and design system for IDM Wearables including typography, usability, and information architecture.

New York University, Gallatin School of Individualized Study

09/2020 – 05/2022

Digital Learning Assistant

Provide resources for faculty facing pedagogical challenges in a remote learning environment while ensuring digital accessibility standards were met by conducting audits and evaluating new software.

- Guided the outgoing Dean of the College in getting used to the Brightspace ecosystem
- Audited over 20 websites for accessibility according to WCAG standards for digital accessibility.

Red Rock Branding

05/2019 - 05/2020

Copywriter and Social Media Strategist

Provide copy for multiple local businesses in the Fairfield county area focusing on print, web, and social media content.

- Advised on Manufacture CT rebranding including how they could leverage design choices in their new logo.
- Initiated Exhale Studio's social media strategy, exceeding growth expectations by 100%

The House Designers

09/2012 – 07/2019

Content Designer (04/2016 – 07/2019)

Collaborate with development and editorial to create multi-channel product and marketing solutions on digital, email, and social media platforms improving the overall accessibility of the company.

- **Previous positions held:** *Editorial Project Manager (09/2014 – 04/2016), Content Writer (09/2012 – 09/2014)*
- Redesigned 3 newsletters into the mobile-first environment and created a new newsletter for a target audience of builders.
- Designed bespoke website in partnership with This Old House incorporating both brand guides while managing multiple stakeholders.
- Orchestrated tribute video for a company owner focusing on user-centered content generated from colleagues and friends with voice over.
- Managed editorial strategy for five weekly emails sending out emails on a regular basis for over two years.
- Designed and implemented our Home Building Documentary Program focused on user-generated content, overseeing outreach for photos and videos for most desirable plans.
- Scouted and began conversations with architects and home designers for the Design Partner program adding more designers to our log cabin and French country home plan collections.

EDUCATION

NYU Tandon School of Engineering | Brooklyn, NY

May 2022

- Master of Science, Integrated Digital Media, GPA 3.85

Sarah Lawrence College | Bronxville, NY

May 2012

- Bachelor of Arts – Literature and Creative Writing with a minor in Fine Arts – GPA 3.54

CERTIFICATES

- **UX Writing Fundamentals** | UX Writing Collective (In Progress)

AWARDS & HONORS

- **Honorable Mention** | NYC Digital Humanities Graduate Award
 - Research on Knitting Patterns for S.T.E.A.M.
- **1st Place Short Story – Single Story (2020)** | National Federation of Press Women National Competition
 - A History of Earth Told Through Snapple Caps
- **Best Small Fictions 2020 Selection** | Sonder Press
 - Nominated by Cease, Cows for “How to Unravel a Shawl”

SELECTED PUBLICATIONS

- **The Subtle Feminism of Janeway’s Holonovel** | StarTrek.com
- **‘Author, Author’ Can Teach Us a Lot About A.I. and Copyright** | StarTrek.com
- **New YA Novel ‘Wrecked’ Tackles Sexual Assault on Campus** | Bitch Media
- **‘Timeless’ Takes History and Makes It Personal** | Tell-Tale TV