

Lauren

KWIA TEK

CREATIVE DIRECTOR



LaurenKwiatek.com



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EXPERIENCE

Farmers Insurance (March 2017 – Present)

Social Media and Creative Design Manager, Talent Brand

September 2019 – Present

- Develops and executes Farmers' talent brand strategies to enhance its reputation as an employer of choice, aligning efforts with business goals and leveraging the People Value Proposition to attract top talent. Oversees creative processes, social media platforms, and content creation to drive engagement and elevate the brand across all channels.
- Collaborates with cross-functional teams and senior leaders to ensure alignment of talent branding with broader marketing strategies, maintaining consistency in voice, tone, and visuals. Tracks and analyzes performance metrics to optimize campaigns, refine strategies, and report impactful insights to leadership.
- Manages vendor relationships and maximizes investments in talent marketing platforms. Monitors emerging trends to ensure Farmers remains innovative in the talent market, while delivering cohesive and high-performing brand assets internally and externally.

Senior Creative Designer

March 2017 – September 2019

- Led creative efforts in Enterprise Marketing as part of the branding team, collaborating across business units to design and produce impactful visual materials for online, print, video, motion graphics, and interactive platforms.
- Developed diverse marketing collateral, including brochures, digital ads, website visuals, internal videos, interactive presentations, fliers, infographics, direct mail campaigns, and conference materials for agents, customers, and employees.
- Served as lead photographer, capturing internal and external events, employee engagements, and professional headshots for over 400 individuals, including executives and brand ambassadors.

Match Group (4 Years)

Visual Interactive Designer

April 2013 – March 2017

- Designed and developed interactive ad campaigns and online marketing assets for Match Group brands, including Match.com, Princeton Review, and niche market/international dating platforms under People Media. Collaborated with marketing managers, developers, executives, and in-house teams, contributing to cross-functional initiatives and participating in the mentorship program and Culture Committee.
- Created original concepts and delivered final products, including static and animated banners, videos, background skins, CRM emails, and landing pages. Managed ad placements and partnerships with prominent platforms such as Google, Facebook, Yahoo, MSN, Pandora, MLB.com, Weather.com, Astrology.com, and others.

iconmobile group (1.5 Years)

Web/Graphic Production Associate

September 2011-February 2013

- Liaison between the development team and the design team. Primarily designed and prepared production assets for sites and custom pages for desktop, mobile and email.
- Clients & Projects: Microsoft (XBOX, Windows Phone, Microsoft Retail), T-Mobile, Huggies, Colgate, Trupanion, Kodak, LA Auto Show, BMW, Ford, Kraft, and Janssen Pharmaceuticals

EDUCATION

Western Washington University

Bellingham, WA

Bachelor of Arts, Design

Completed in 2011

Major: Design – New Media Concentration

Minor: Communication

Certifications

McKinsey & Company (2025)

McKinsey Academy
Leadership Program

- Business Leadership, Team Leadership, Self Leadership

LinkedIn (2021-2024)

- 34 Certifications around topics of Leadership Development, Branding, Marketing, Strategic Thinking, Communication, Culture and Inclusion, Conflict Resolution, Social Media and Digital Tools

Seramount (2024)

ERG Leader Certification

Sprout Social, Inc (2024)

- Publishing Certification - Emerging
- Reporting Certification - Emerging

Google (2019-2021)

- Google Analytics Individual Qualification
- The Fundamentals of Digital Marketing

EXTRA PIZAZZ

Professional Magician

Focus on Close-up Magic (2014-Present)

- Magician and member of the Academy of Magical Arts, the International Brotherhood of Magicians, and the Society of American Magicians. First female to present a close-up lecture at Magic Live, the largest U.S. magic convention.
- Clients Include: Celebrities, ABC Nightline, CollegeHumor, theStream.tv, Magic Monday LA, CHOC, Miller Children's Hospital, WriteGirl, and many more.

Employee Resource Group (ERG)

National Advisor Women's Inclusion Network (WIN) (2025 – Present)

National Lead Women's Inclusion Network (WIN) (2023-2025)

Farmers Insurance

- Develops and implements national strategies aligned with WIN's mission and DEI&B goals, leading ERG initiatives to foster inclusion and collaboration.
- Promotes equitable access to opportunities, amplifies diverse voices, drives engagement, and cultivates a culture of inclusivity.
- Establishes metrics to measure ERG effectiveness, ensures compliance with HR and legal standards, and provides data-driven insights to leadership to inform continuous improvement.

Volunteering

Strategic Artificial Intelligence Program Advisor (2025 – Present)

University of San Francisco

Academy of Magical Arts (2021 – Present)

Audition Committee Member, Nominating Committee Member

VP, Board of Directors (2018-2024)

Dai Vernon Foundation Inc.