

Laura Larson

GRAPHIC DESIGN

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TECHNICAL PROFICIENCY:

Platforms:

Mac and PC

Applications:

Illustrator
Photoshop
InDesign
Dreamweaver
Flash
Quark Xpress
Microsoft Office
iMovie

ADDITIONAL QUALIFICATIONS:

- Exceptional collaborative and interpersonal skills
- Established and maintained trusting relationships with printing companies, editors and clients
- Efficient and comfortable in a fast-paced atmosphere and consistently meets deadlines
- Quickly learns and adapts as the programs and technology become more sophisticated
- Ability to adapt design styles to accommodate a wide range of tastes and function
- Photography

STUDIES ABROAD:

2007, 2008, 2009, 2011: Costa Rica

2010: Mexico

2006: England, Ireland and France

2005: Greece

ACHIEVEMENTS:

- Most Improved Artist Award
- Dean's List /President's List
- Who's Who Among Female Professionals
- Who's Who Among Students in American Junior Colleges
- Alpha Beta Gamma International Business Honor Society
- Dowling-Belmont Partnership Program
- American-Slovenian Collaborative Research Program
- Certifications: NYS Elementary Education, Project Wild, Project Wet

EDUCATIONAL BACKGROUND:

Summer 2012: The PRMG: Workshop
Web Design and Editing With Drupal

Spring 2011: SUNY Suffolk: Continuing Education
Web Design With HTML

May 2008: Dowling College - Masters: Childhood Education
Certified in Childhood Education Grades 1-6

May 2006: SUNY Farmingdale - Bachelors: Visual Communications
Areas of emphasis: Corporate Identity, Advertising, Typography, Desktop Publication & Photography

PROFESSIONAL EXPERIENCES:

Spring 2011 – Present: Creative Director at The Public Relations and Marketing Group (PRMG)
Creative Director at PR4Lawyers (A division of PRMG)

- Delegate and manage workflow and coordinate projects across departments
- Work extensively with clients, vendors and contractors to deliver the most efficient and powerful marketing plans
- Utilize branding concepts to create a visual identity for clients, including logo creation, stationery, customized social media, print and web projects, that successfully portray continuity and enhance recognition
- Successfully execute print and web campaigns, from concept to completion, for both upcoming and already established companies
- Expanded my knowledge and work experience to include video extraction/editing, basic web programming

Summer 2008 - Spring 2011: Senior Designer at CBC Media

- Assisted in directing a team of designers and coordinated their work with programmers, editors and content staff
- Responsible for the development and advancement of a diverse clientele
- Consistently recognized for fresh and innovative ideas and applications
- Delivered print projects from concept to completion (posters, canopies, brochures, signs, mailers, ads, etc.)
- Accountable for achieving statistically successful and competitive web campaigns that are creative, memorable and specifically targeted. Services include web design and creation, e-newsletters, web banners, and email blasts
- Expanded my knowledge and work experience to include television advertising (concept development, frame layout, storyboards, voice-overs, commercial graphics, and assisting the director in edit sessions)
- Continued my education through schooling and hands-on training, to learn basic website programming
- Researched and analyzed clients' businesses, their target audience and ways to reach them both economically and responsively

Winter 2006 - Summer 2008: Teaching (North Babylon District)

- Student Teacher: 1st Grade, 4th Grade and 5th Grade ALC
- Substitute Teacher: Grades 1-12

Summer 2005 - Fall 2007: Lead Designer at D&S Advertising, Inc.

- Directed a team of designers (hiring, training, delegating, proofing, troubleshooting, constructive criticism)
- Organized and executed print and web campaigns (ads, mailers, sell sheets, promotional pieces, and websites)
- Designed corporate quality ads for many distinguished clients
- Prepared publications for press

FREELANCE GRAPHIC DESIGN:

Spring 2003 - Present: Personal Clients

Summer 2006 - Present: Loudon's Minuteman Press

Winter 2014 - Present: Jellyfish Advertising

Fall 2004 - Summer 2005: The UPS Store

