

LAURA HERSH

GRAPHIC DESIGNER

Hi! I'm a multi-disciplinary graphic designer with 7+ years of experience in marketing, brand, digital, and print design, with a strong knack for managing multiple projects and an eagerness to learn. I thrive in any fast-paced environment—independently or as part of a team—while bringing flexible problem-solving, a sharp eye for details, and plenty of snacks to share.

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EDUCATION

Edinboro University of PA

Edinboro, PA

BFA Applied Media Arts

Concentration in Graphic Design

Graduated with Magna Cum Laude

Honors, May 2014

CERTIFICATIONS

Google UX Design

Professional Certificate

Google x Coursera, Expected September 2022

Responsive Web

Design Certification

www.freeCodeCamp.org, March 2020

Fundamentals of Digital

Marketing Certification

Google Digital Garage, July 2020

TOOLS & SKILLS

InDesign // Illustrator // Photoshop

Google Suite // Microsoft Office Suite

HTML & CSS

Figma

WordPress // Elementor Pro

Adobe AfterEffects // Premiere Pro

Google Web Designer

Publication // Editorial Design

Brand Development

UI // UX // Web Design

Photo Editing

Project Management

Human-Centered Design

DESIGN EXPERIENCE

Designed.Co // Senior Designer

February 2022 to Present // Remote

Responsible for art directing, designing, and communicating on all assigned projects, with a variety of client needs ranging from print collateral, digital ads, brand development, and more

Freelance Graphic Designer

March 2013 to March 2022

Supported a diverse range of clients independently with a wide range of design and creative needs, including print and digital design, packaging, UI/UX, brand strategy and design, photography, and front-end development

Stars and Stripes Europe

Visual Information Specialist

January 2019 to February 2021

Kaiserslautern, Germany

Specialized in art directing, designing, and producing magazines for the American military community stationed in Europe, while collaborating with departments in creating ads, campaigns, and marketing assets

YETI Coolers // Graphic Designer

July 2016 to February 2018 // Austin, TX

Collaborated with the in-house Creative Team and cross-functionally with internal departments, and conceptualized brand projects, ranging from web and social assets, packaging, sales materials, e-mail templating, retail displays, and motion graphics

GC Agency // Designer

October 2015 to May 2016 // Austin, TX

Worked closely with the art director in presenting creative solutions to clients, with needs such as web and UI design, social media management, content strategy, front-end development, and print collateral design

Cotton Bureau // Design Coordinator

May 2014 to September 2015 // Pittsburgh, PA

Responsible for communicating with designers and preparing all apparel designs for the online e-commerce platform, from mockup creation, product data input, and file preparation

MAYA Design // Visual Design Intern

Summer 2014 // Pittsburgh, PA

Assisted in the creation of collateral for a web and printed case studies, participated as a designer in client projects, and studied human-centered design research strategies

Full Stop Interactive // Intern

Summer 2013 // Pittsburgh, PA

Contributed to brainstorming and designing for client projects and their t-shirt businesses

ACHIEVEMENTS

HOW Design Student Promotion

Award // August 2016

Erie Ad Club AAF Regional ADDY Awards

Student Gold, Best of Show Awards, March 2015

Student Silver Award, March 2013

AIGA Pittsburgh PGH365 Exhibition

Selected Works, March 2015 & 2014

AIGA Flux Design Student Competition

Certificate of Merit, January 2015

Edinboro University's 2014

Top Senior Design Portfolio Award

Recipient, May 2014

Edinboro University's 6th Annual

Senior Design Exhibition // May 2014

Michael V. Gmitter Scholarship

Exhibition // Finalist and Exhibitor, March 2014

Edinboro University's Chimera

Journal of Art and Literature, Volume

11 & Exhibition // Selected Works, 2014