

# PORTFOLIO

*GRAPHIC DESIGN // 2022*

LAURA HERSH

HALLO  
HEY  
HELLO  
HI  
HOLA  
SUP



## I'M LAURA!

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.

## EDUCATION

**Edinboro University of PA**  
Edinboro, PA  
BFA Applied Media Arts, 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](https://www.freecodecamp.org), March 2020

Fundamentals of Digital Marketing Certification  
Google Digital Garage, July 2020

## 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

# PALATIAL BREWING

## HOW I HELPED

Logo + Branding Design

Packaging Design

Web Design

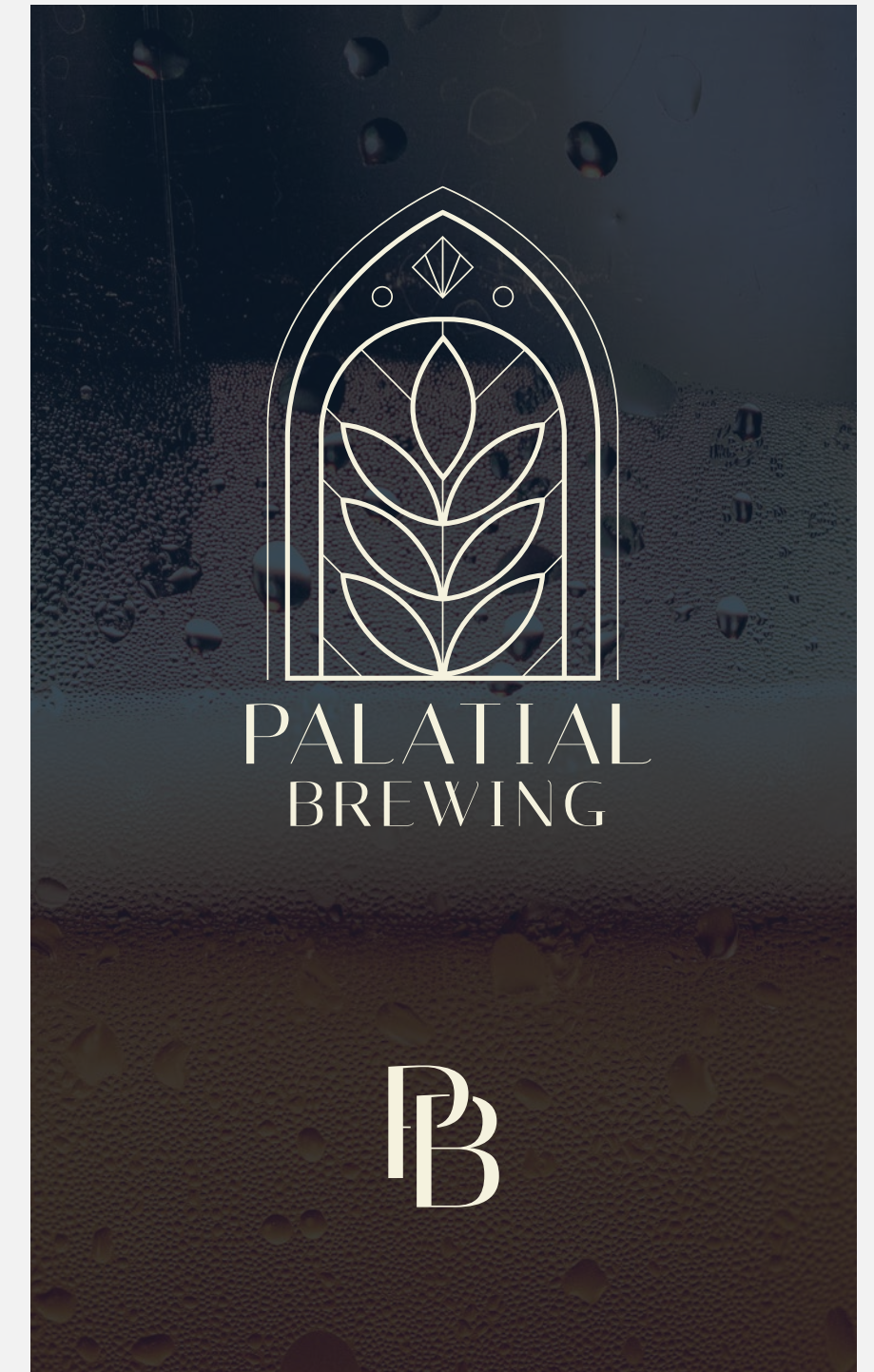
Copywriting

## THE CLIENT

Palatial Brewing is on a mission to brew beer the way our ancestors intended. They use only the finest, organic ingredients, lovingly brewing small batches of traditional recipes from all over the world. In need of a logo and branding, Palatial Brewing was looking for a visual style that felt just as luxurious and simple as their brewing style.

### FUN FACT:

I lived in Germany for 3 years and acquired a cuckoo clock, and a new found appreciation of beer.





# YETI COOLERS

## HOW I HELPED

Marketing Support

Email Design

Print + Digital Design

Packaging Design

Photo Retouching

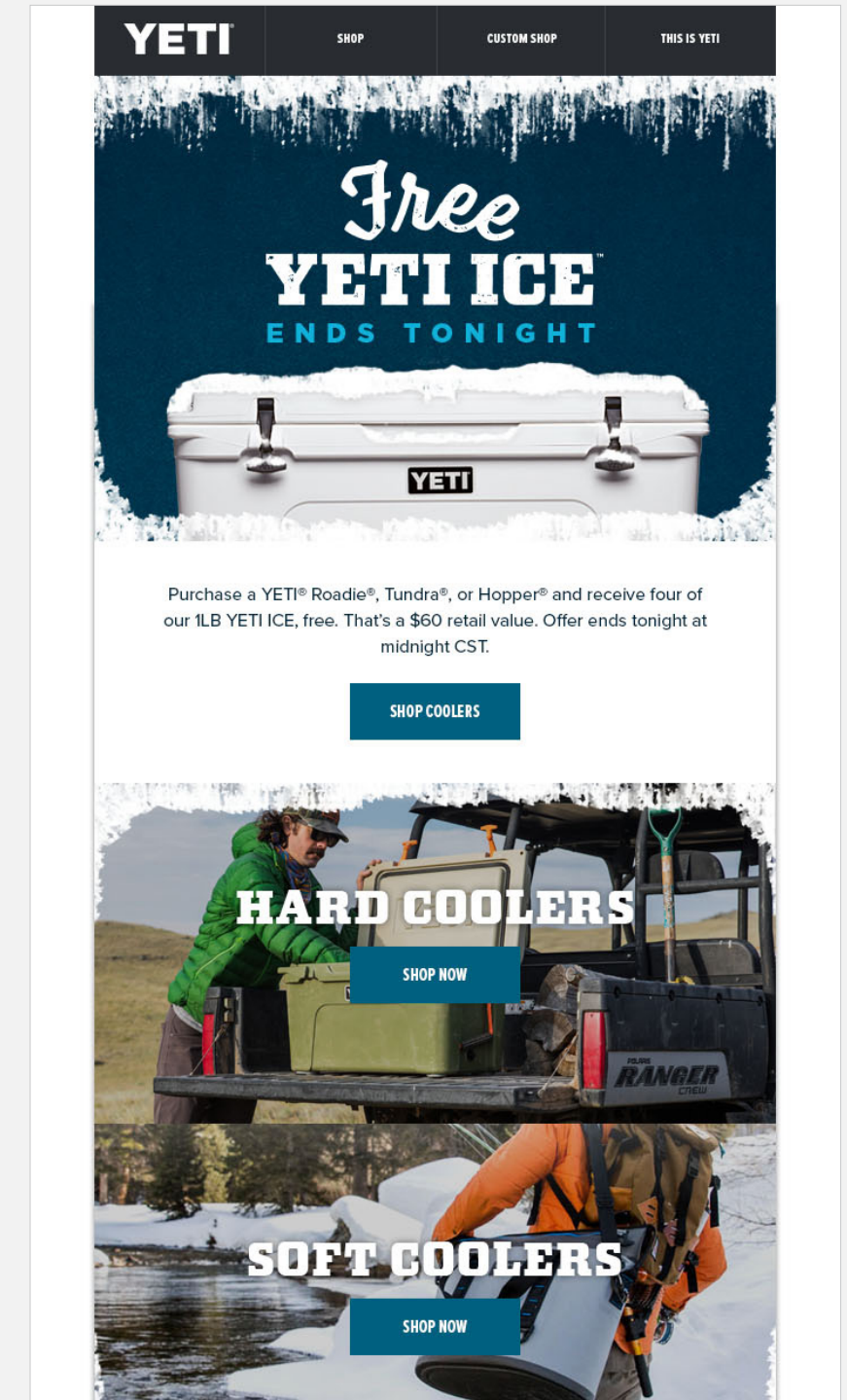
Video Production + Editing

## THE CLIENT

During my time in Austin, TX, I worked as a part of the badass creative team at YETI Coolers. Known most famously for their superior coolers and drinkware, the marketing needs continuously range from e-mails, sale sheets, publications, website assets, and even more, to accomodate the growing product lines. With the help of an on-site photo studio, the team also provided product photography, photo retouching, and video production for the more immediate business needs.

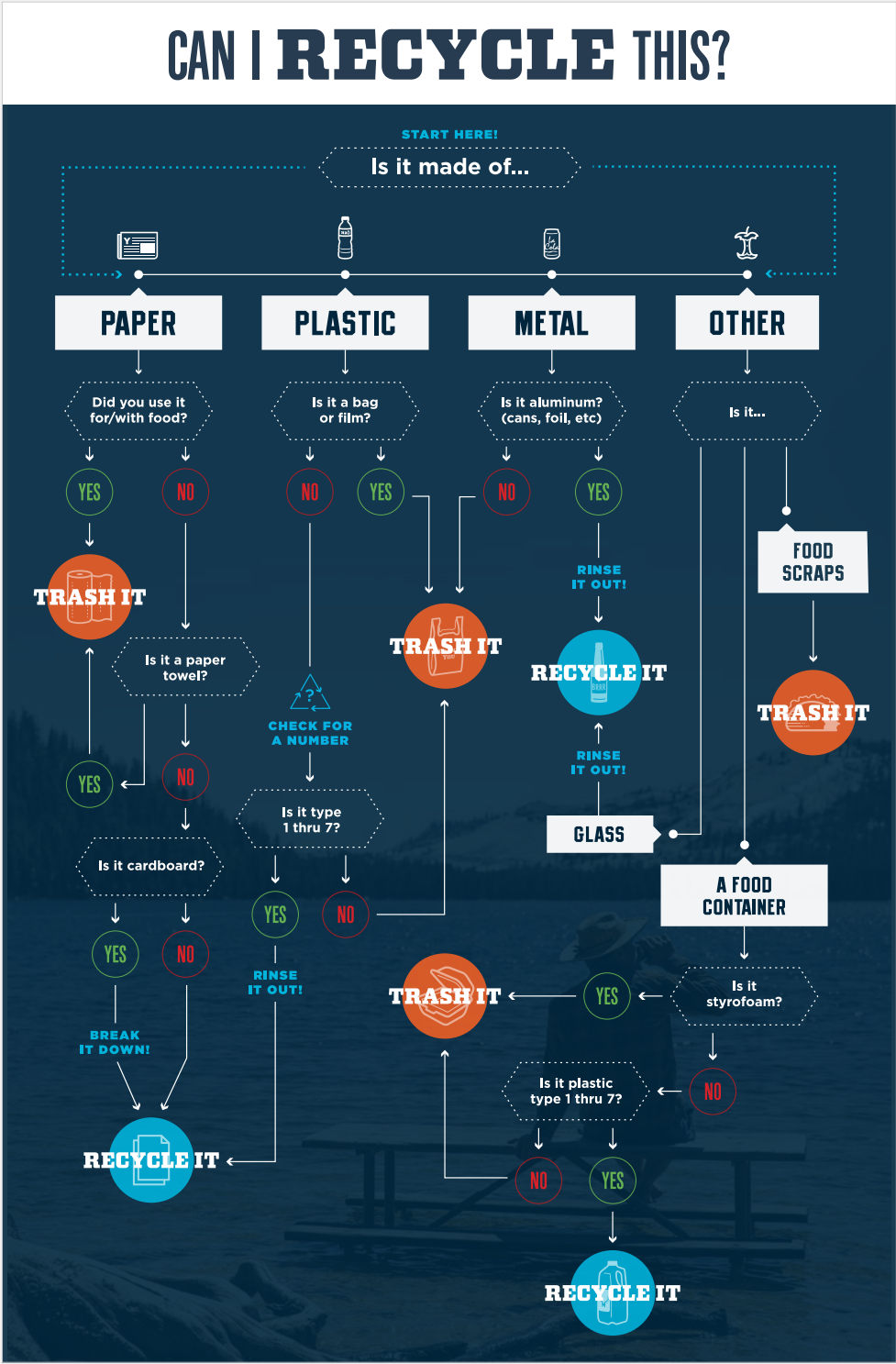
### FUN FACT:

At YETI, not all 500+ coworkers knew my name, but they knew that I was the woman with the giant Stormtrooper sticker in her back seat window.





Internal Recycling Poster



Selected Printed Sales Sheet, Film Posters + Packaging



## YETI RAMBLER™ BOTTLE CAPS

**STRAW CAP**

We simplified sipping with the Rambler Bottles Straw Cap. When you need some water (or whatever cold drink suits you), all you have to do is flip it open, take a sip, and close it tight to stay moving. It's leakproof, easy to carry with the TripleHaul™ Handle, and has a wide straw opening so you get more to drink with every sip. Wherever the wild takes you, the Rambler Bottle Straw Cap makes it easy to sip without slowing down.

**CHUG CAP**

Get to drinking faster with the Rambler Bottle Chug Cap. It just takes a twist of the TripleHaul™ Handle to open and then you're good to go, making it easy to steal a sip without slowing down. Its classic spout design allows for quick gulps, and while your friends don't need to chant "chug" while you drink from the Chug Cap, we also don't think it hurts to add to the experience.

DETAILS	MAP	UPC	PART #	DIMENSIONS	CASE PACK
RAMBLER BOTTLE STRAW CAP	\$9.99	888830014615	21070160002	3" x 2.75" x 3.25"	QTY: 6
RAMBLER BOTTLE CHUG CAP	\$9.99	888830010433	21070100005	3" x 3.5"	QTY: 6



©2017 YETI COOLERS, LLC  
DESIGNED IN TEXAS,  
MADE IN CHINA

**DRINKS STAY HOT  
TILL THE LAST DROP**

THIS BABY HOLDS:

- 1 HOT COCOA
- 2 HOT APPLE CIDERS
- 3 HOT TODDIES

GOOD FOR

- MORNINGS IN THE BLIND
- NIGHT SHIFTS
- COLD-WEATHER HUNTS
- CAMPFIRE COFFEE

FOR **HOT** (OR COLD) DRINKS

# YETI

## RAMBLER™

### 12oz BOTTLE

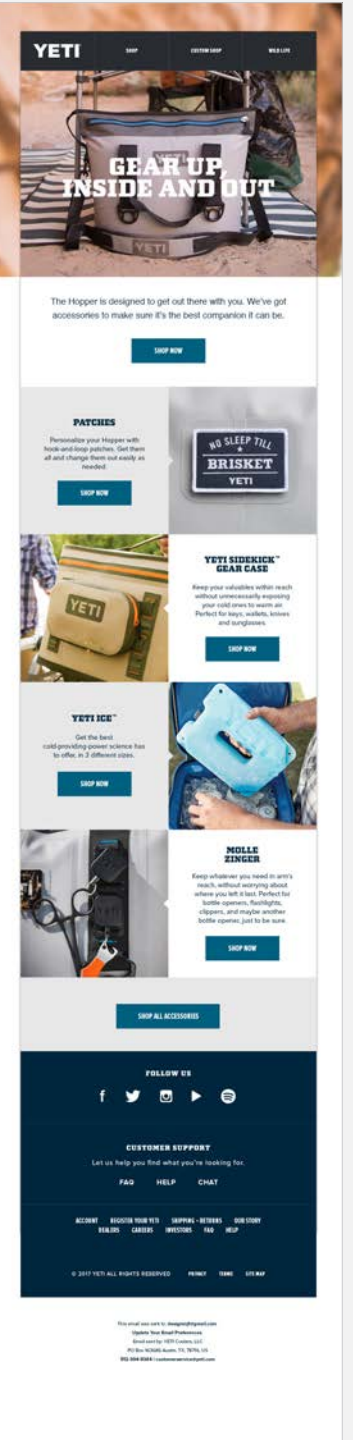
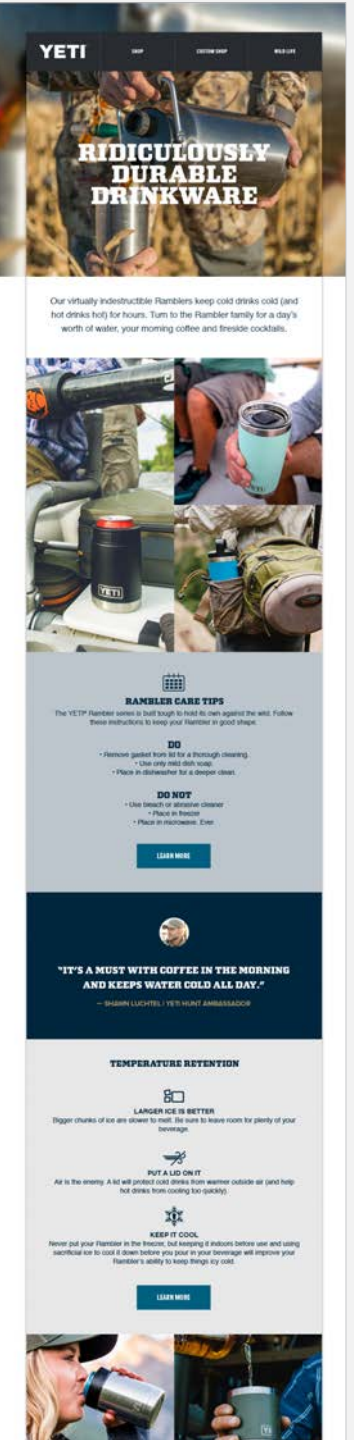
**OVER-ENGINEERED FOR MAXIMUM INSULATION**

- Made with durable kitchen-grade 18/8 stainless steel
- Double-wall vacuum insulation keeps drinks hot or cold to the last sip
- No Sweat™ design keeps fingers dry
- BPA-free (obviously)

**HOT SHOT™ CAP**

- 100% leakproof and locks hot (or cold) in
- Narrow opening for smoother sips







# FIRE & FLAVOR

## HOW I HELPED

Packaging Design

Print + Digital Design

Production Design

## THE CLIENT

Fire & Flavor's flagship product is their sustainable grilling system—the HERO Grill. With a focus on making the fun of grilling more portable, eco-friendly, and accessible, the folks of Fire & Flavor took the extra step to get even more out of their biodegradable, single-use charcoal tray. By offering refill sleeves of their charcoal briquets, the tray can now be used up to 5 times. The first step together involved redesigning the old refill packaging. With an updated look in place, I created a system of social media and e-commerce assets focusing on the extended reusability of the product.

### FUN FACT:

If I had to pick a favorite hero character, I'd have to say The Doctor from Doctor Who. I have a tattoo to prove it.





GET MORE  
OUT OF THE  
**HERO**<sup>®</sup>  
COMPOSTABLE POD



WITH

**CHARCOAL  
BRIQUETS**

STEP 1:  
REMOVE USED CHARCOALS  
FROM YOUR POD TRAY.



STEP 2:  
ARRANGE NEW BRIQUETS  
IN EMPTY POD


USE

**1 LAYER**  
FOR REGULAR  
GRILLING

OR

**2 LAYERS**  
FOR HIGHER  
TEMP-SEARING

STEP 3:  
LIGHT CORNER COALS  
AND INSERT POD TRAY



HERO

 **GRILLING**  
FOR TEMPS 300° TO 400°

VS

 **SEARING**  
FOR TEMPS 450° TO 550°

USE  
**1 LAYER**  
OF  
CHARCOAL BRIQUETS

USE  
**2 LAYERS**  
OF  
CHARCOAL BRIQUETS



GET MORE OUT OF THE  
**HERO**<sup>®</sup>  
COMPOSTABLE POD

WITH  
CHARCOAL  
BRIQUETS

CLEAN & PORTABLE  
COMPARED TO BAGGED

LOW VOC &  
ECO-FRIENDLY

INSTANT LIGHT  
& READY TO COOK IN  
10 MINUTES

WATERPROOF SLEEVE  
MAKES STORAGE  
SAFE & EASY



GET MORE OUT OF THE  
**HERO**<sup>®</sup>  
COMPOSTABLE POD

WITH  
CHARCOAL  
BRIQUETS

INSTANT LIGHT  
& READY TO COOK IN  
10 MINUTES

**4X THE ADVENTURE**  
USE YOUR POD TRAY UP TO 5 TIMES WITH HERO<sup>®</sup> CHARCOAL BRIQUETS

1 COMPOSTABLE POD TRAY

8 SLEEVES OF CHARCOAL BRIQUETS

5 CHANCES TO GRILL

(THAT'S A LOT OF BURGERS!)



# COTTON BUREAU

## HOW I HELPED

Apparel Design

Email Design

Illustration

Design Coordination

## THE CLIENT

Headquartered in Pittsburgh, PA, Cotton Bureau is a t-shirt company with a well-curated library of designs to choose from, all submitted from designers and illustrators. As their design coordinator, I helped designers finalize their t-shirt submissions, from shirt color selection to information input. As a freelance designer, I created a variety of illustrations for the Cotton Bureau “T-Shirt Tuesday” email series, as well as for the United Pixelworkers Local shirt series.

### FUN FACT:

I have the folks at Cotton Bureau to thank for starting my design career off right. Thank you, Jay + Nate!



# AUSTIN CIVIC ORCHESTRA

## HOW I HELPED

Event Branding

Event Collateral Design

Print Design

Social Media Assets

## THE CLIENT

The Austin Civic Orchestra (ACO) is a volunteer-based orchestra that plans and hosts multiple concerts a year. We start off each season with a theme—each concert's music selections relate back to the overall theme in some way or another. Every individual concert then requires its own branding and event collateral, which includes digital assets to share the event and a printed poster to spread around the local area.

### FUN FACT:

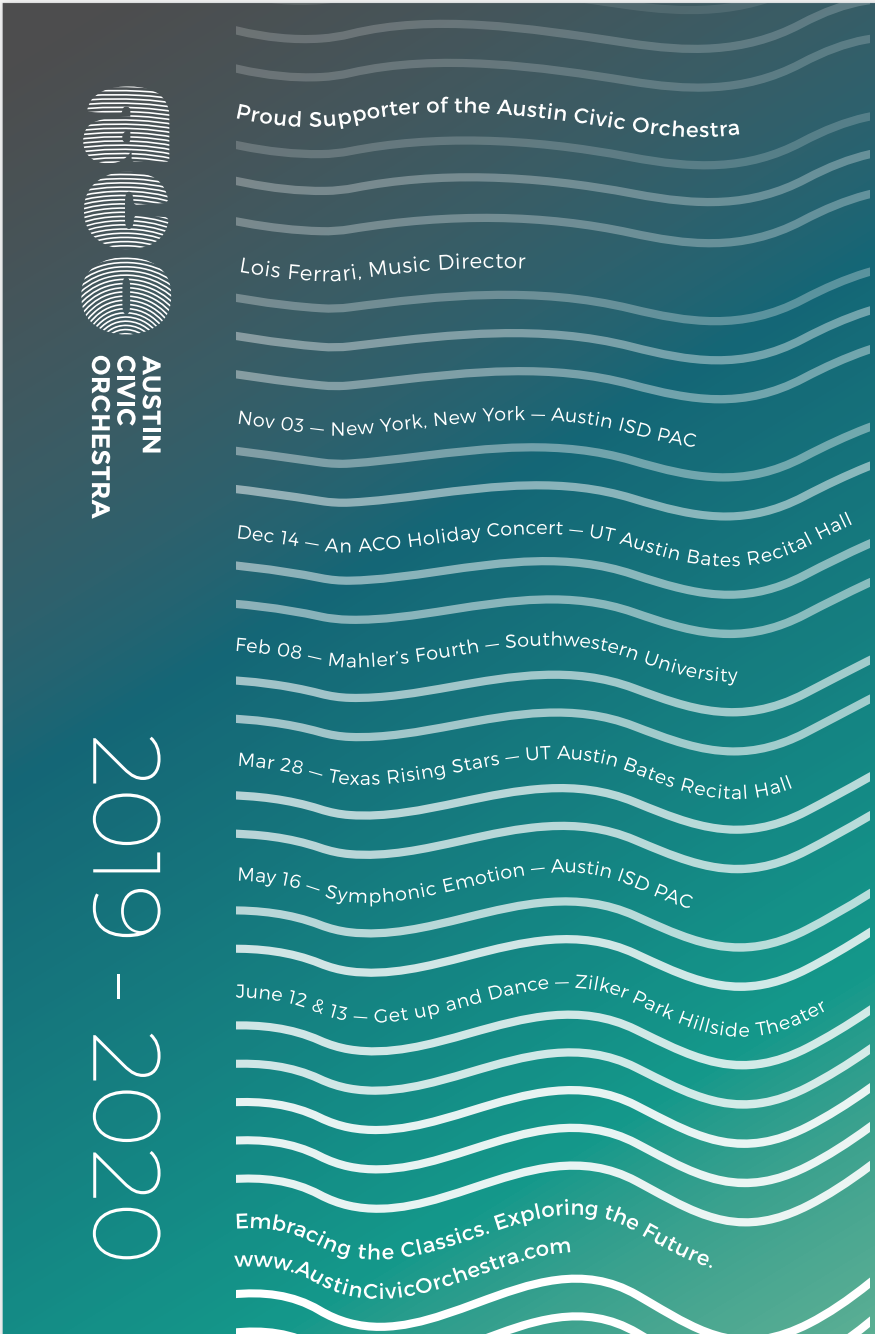
I've designed collateral for 15+ of ACO's concerts since 2017. That's a lot of music.

## 2019-2020 Concert Posters





2019-2020 Concert Season Poster + Digital Assets



Selected 2017-2019 Concert Posters





# TIKO

## HOW I HELPED

Branding + Strategy

Visual Design

Email Marketing

Digital Advertisement Design

Photo Retouching

Copywriting

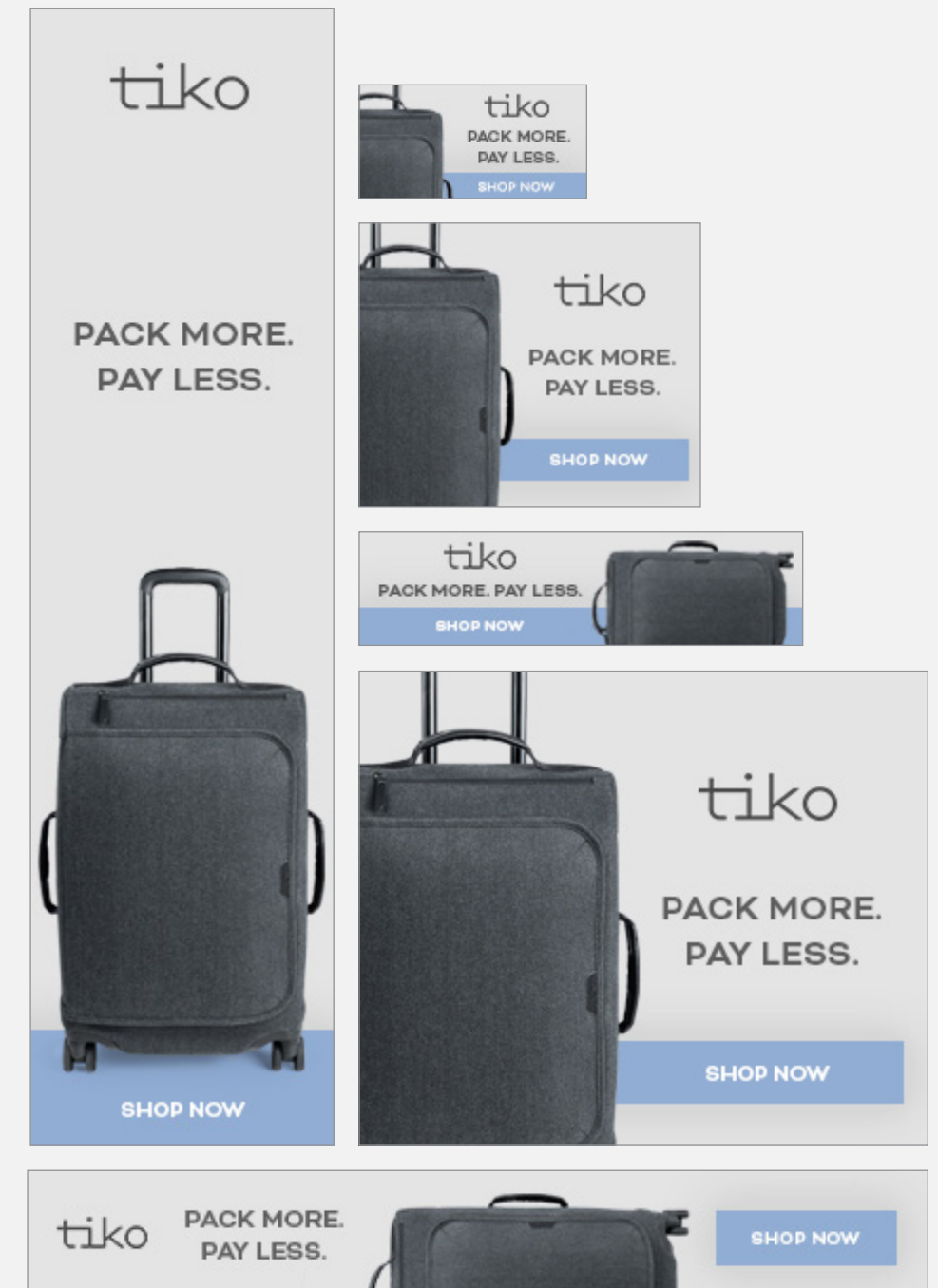
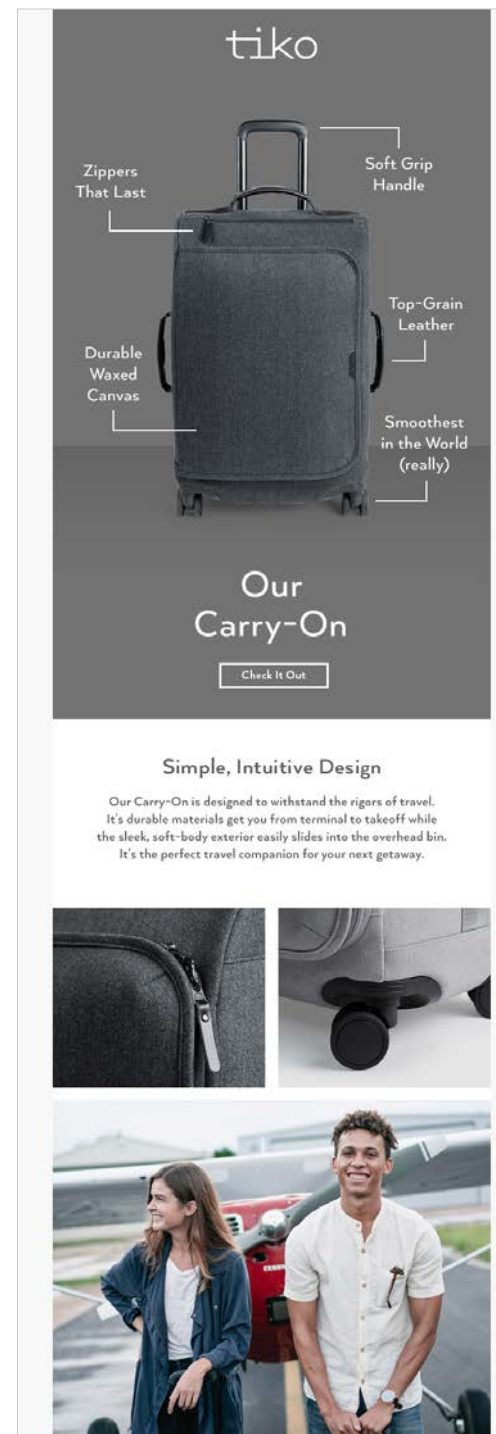
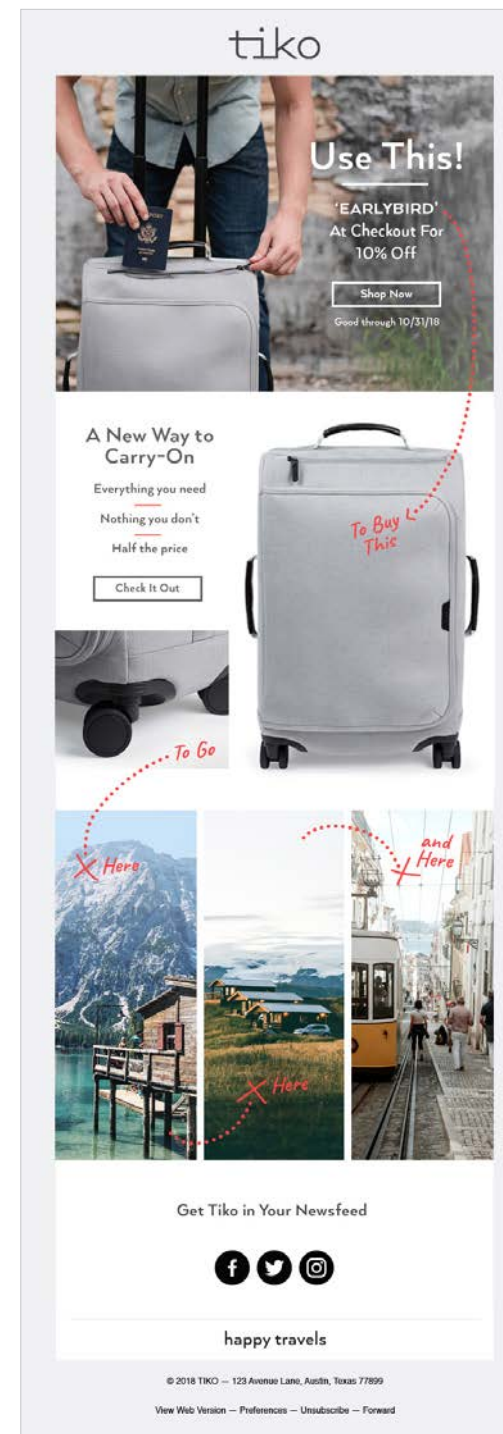
## THE CLIENT

Tiko's mission was to help the everyday traveler fit more into less without breaking the bank, starting with their carry-on luggage. In my work with them, they provided the start to a brand identity which I expanded upon. My main focus was creating a series of templated emails and digital ads, while also assisting with other creative needs such as copywriting and photo retouching.

### FUN FACT:

With no plan on stopping, I've visited 16 countries so far. My favorite? England.

## Selected Marketing Emails + Digital Ads





# LOVESTAT

## HOW I HELPED

Branding + Strategy

Visual Design

User Interface Design

Social Media Management

Content Creation + Strategy

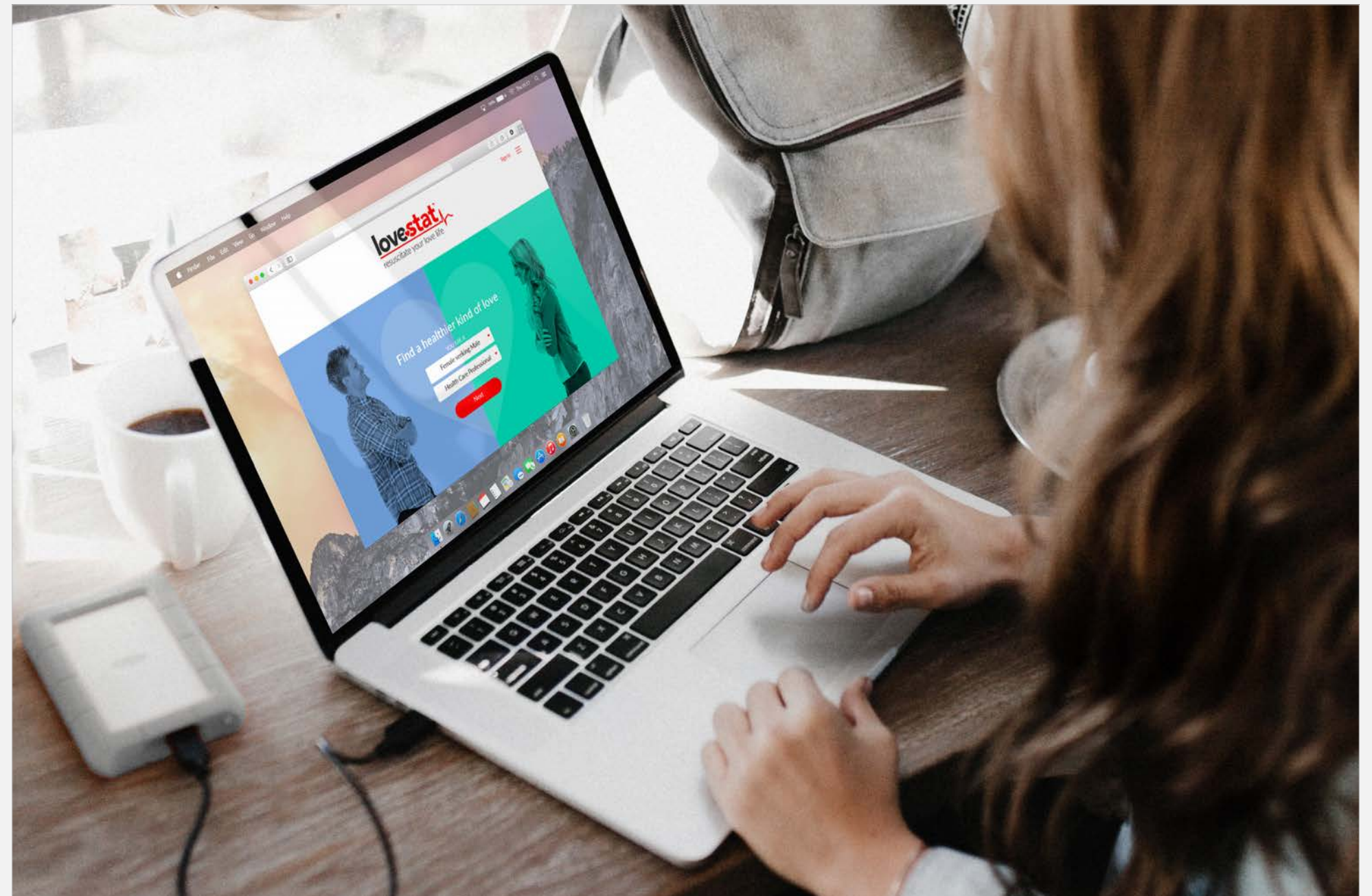
Copy Writing

## THE CLIENT

LoveStat is an online dating experience tailored for healthcare professionals and those who promote a healthy lifestyle. GC Agency was tasked with producing the entire creative and marketing direction, from branding to web development to social media management. We worked closely together with the LoveStat team to make sure the website tone and social media content created a seamless campaign.

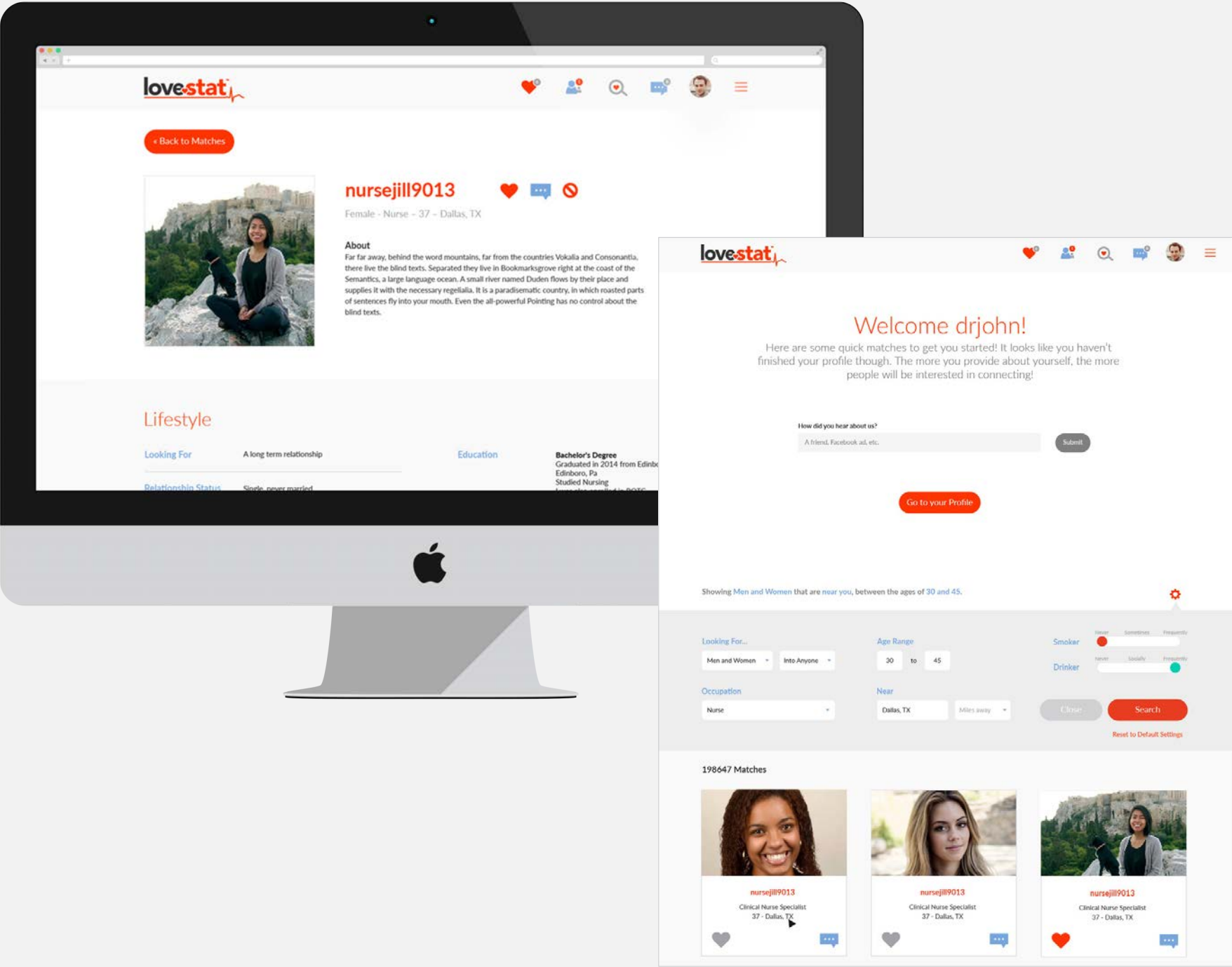
### FUN FACT:

I share my house with 2 furry friends: a neurotic black lab mix named Lilly, and her less enthusiastic feline-sister Misty.

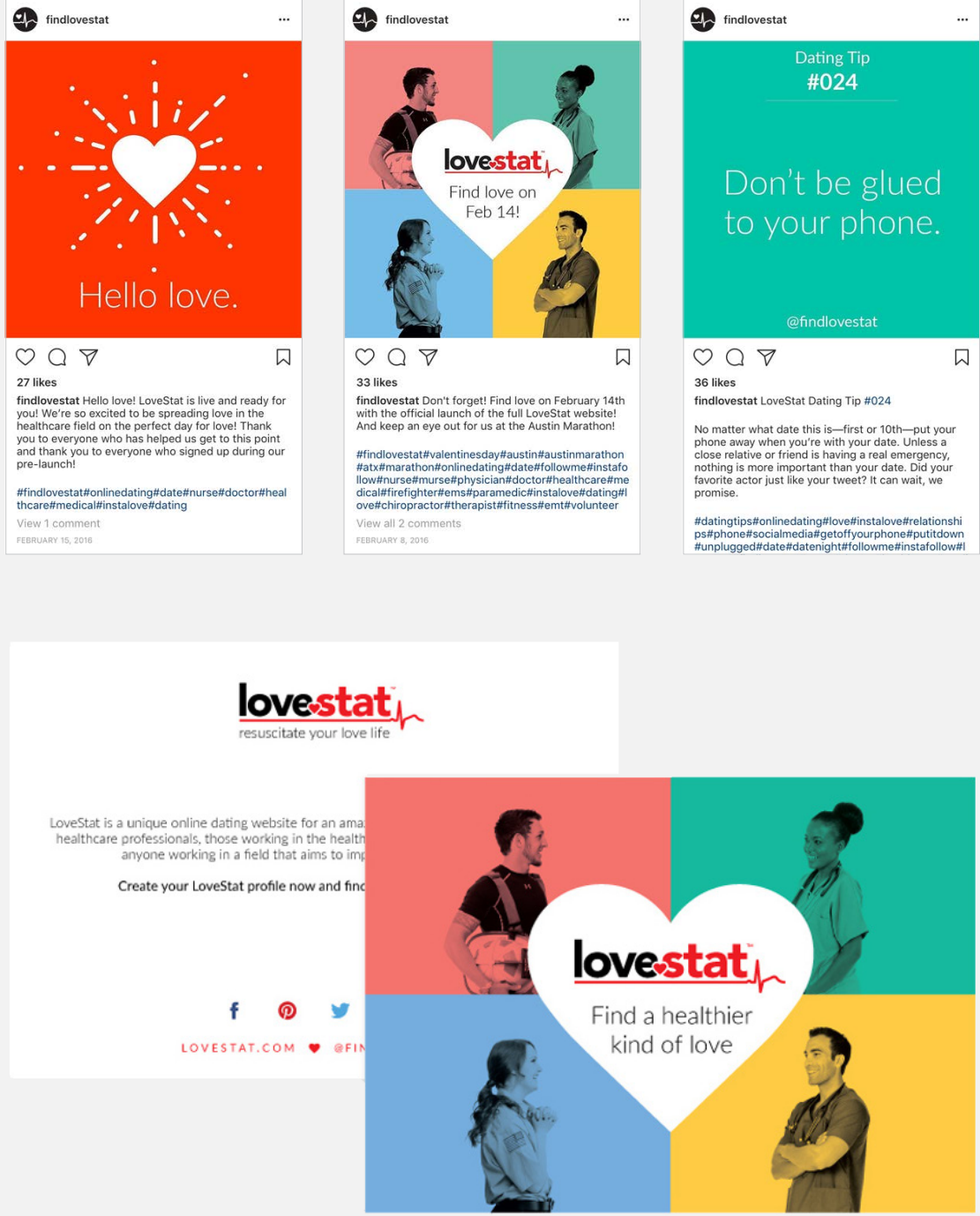




Selected User Interface Designs



Selected Branded Collateral





# ASIAN FAMILY SUPPORT SERVICES OF AUSTIN

## HOW I HELPED

Event Branding

Event Collateral Design

Print + Digital Marketing Design

## THE CLIENT

The Asian Family Support Services of Austin (AFSSA) is a local organization that lends help to its community in the form of various services to victims of sexual assault and domestic violence. They host two major events a year to raise funds, redesigning the event collateral each time, along with distributing various informational pamphlets and cards all year long, in varying Asian languages.

### FUN FACT:

When I'm not designing, I'm learning a new skill or craft. My current favorite? Embroidery.



Photo by AFSSA





2017 1000 Cranes of Peace Brochure + Collateral



2018 + 2017 The Silk Road Gala Invitations + Collateral





# STARS AND STRIPES

## HOW I HELPED

Visual Design

Content Creation & Strategy

Art Direction

Editorial Design

Project Management

## THE CLIENT

Stars and Stripes is an independent US military newspaper organization, focusing on supplying overseas servicemembers with news and information they may not otherwise have access to. I specialized in designing and producing a variety of magazines for the American military community stationed in Europe. Outside of editorial design, the team also supported the Revenue team with creating ads for our sponsors, and the Marketing team with assets for various events, promotional campaigns, and newspaper distribution.

### FUN FACT:

I'm not much of a fan of war movies, but I do love a good true crime podcast or horror movie.









Selected Printed Ads + Digital Ads



4 WEEKS FOR ONLY 99¢

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- Access to Stars and Stripes mobile apps
- Exclusive reports on military matters
- Coverage of all military branches
- Special features on current issues
- Veterans topics
- Archive Photo of the Day
- AND MORE!

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STARS AND STRIPES



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[LettersToSanta.Stripes.com](https://LettersToSanta.Stripes.com)



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EUROPE  
Fall/Winter Edition

explore CROATIA  
discover POLAND  
and MORE!

READ YOUR DIGITAL COPY »  
AVAILABLE STARTING SEPT 17TH

Spooky Sprint 5K Shirt Design



2020 What's Up Monthly Magazine Covers









# THANK YOU

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Reach out to see more examples of my work!