

# 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.

LAURAHERSH.COM // LAURA.E.HERSH@GMAIL.COM // +1 (484) 553 4445

## EDUCATION

### Edinboro University of PA

Edinboro, PA

BFA Applied Media Arts

Concentration in Graphic Design

Graduated with Magna Cum Laude

Honors, May 2014

## TOOLS & SKILLS

InDesign // Illustrator // Photoshop

Google Suite // Microsoft Office Suite

HTML & CSS

WordPress // Elementor Pro

Adobe AfterEffects // Premiere Pro

Google Web Designer

Figma // Invision

Powerpoint // Keynote

Publication // Editorial Design

Brand Development

Typography

Icons & Illustration

Presentation Design

UI // UX // Web Design

Photo Editing

Project Management

Research & Strategy

Human-Centered Design

Content Strategy

SEO // Keywords

## CERTIFICATIONS

www.freeCodeCamp.org

Responsive Web Design Certification,  
March 2020

Google Digital Garage

Fundamentals of Digital Marketing  
Certification, July 2020

## DESIGN EXPERIENCE

### 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 also collaborating with other departments in creating advertisements, campaign collateral, and marketing assets

### Freelance Graphic Designer

March 2013 to Present

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

### 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

Redesigned the printed case study overviews template, assisted in the creation of collateral for a web case study, 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 apparel businesses, including United Pixelworkers, Pixelivery, and Cotton Bureau

## 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

Pittsburgh First Night Gallery Crawl  
Chimera 11 Exhibition, December 2013