

LAURA MOHRMAN

CREATIVE LEAD/SR. DESIGNER






Maple Shade, NJ
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SKILLS

- Graphic Design
- Packaging
- Content Creation
- Photo/Video
- Vector Graphics
- Email Marketing
- Creative Direction
- Project Management

SOFTWARE

| | |
|-------------------|---|
| Adobe Photoshop |  |
| Adobe Illustrator |  |
| Canva |  |
| Midjourney |  |
| ChatGPT |  |

CERTIFICATIONS

Rowan College of South Jersey
Cert. of Completion in Digital Marketing 6/23

Promote Your Business
Facebook - Blueprint 2/23

Instagram Marketing 2023
Udemy - 7.5 hr cert. 1/23

Google Analytics Certified
GIAQ 12/22

Yoast SEO Certified
WordPress 12/21

Motion Graphics Certified
Adobe After Effects Training
Fast Signs Corporate 3/21

HTML/CSS Entry Level
Atlantic Cape Community College 2/21

EDUCATION

Moore College of Art & Design
Philadelphia, PA
BFA Graphic Design, '10
w/ Full marketing internship

Art Institute of Philadelphia
Philadelphia, PA
Graphic Design & Animation, '02-'05

AWARDS

Winner of Avery Dennison's
"Wrap Like a King - East Coast" '15

Senior graphic designer from the Greater Philadelphia area, whose work encompasses branding, video production, print media, packaging, advertising, and websites - everything from Noom to Sanrio. Currently the sole designer for a well-established corporation, providing lead-generating original designs consistently.

EXPERIENCE

Food Sciences Corporation/Robard Corporation Mt. Laurel, NJ
Creative Lead/Senior Designer 3/22 - Present
Maintain several brands across multiple print and digital platforms. Create inbound marketing design strategies and solutions for a variety of actions such as lead generating emails, engaging blog graphics, vector creation, white paper layouts, mailer campaign materials. Utilize AI to efficiently create social media content, display ads and product videos. Create custom dielines and graphics for industrial production of high-end meal replacement product packaging. Plan photo and video shoots, shot lists, props, talent and schedules. Responsible for creative direction for first B2C line, Biocare. Created UI design for two apps and two full websites. Hired as Graphic Designer and promoted to current title.

Independent Projects

The Modern Designer Book 11/23
Wrote and published a book on the design process.

SVGs by Laura 9/20 - Current
Created hundreds of trendy downloadable vectors, 7k+ sales without running any ads.

Plants by Laura 3/20 - Current
Handmade micro clay plant business. Emphasis on packaging, creating social media content, product photography, product line innovation.

Sonu Media

West Berlin, NJ
Online Marketing Manager/Graphic Designer 10/21 - 3/21
B2B graphic design and marketing for supplier of DIRECTV, SiriusXM, Samsung, etc., to lodging institutions such as hotels, hospitals, retail. Created various online and printed marketing materials following brand guides. Create metrics reports and adjust future designs based on data. Write product articles for regular WordPress updates with SEO focus. Utilize Illustrator, Photoshop, XD, iContact, Excel, Yoast.

Fast Signs

Maple Shade, NJ
Senior Graphic Designer 12/20 - 6/21
Designed custom graphics for a variety of applications for companies such as Amazon, Dunkin' and Virtua Health. Adobe Illustrator, Photoshop and SAi Flexisign used to create unique vector designs for everything from apparel to signage to vehicle wraps.

Precision Glass Tint & Signs, LLC

Tabernacle, NJ
Project Manager & Senior Graphic Designer 6/15 - 4/20 (Shutdown)
Managed all aspects of sign side of company from sales to final production. Used Adobe Illustrator and Photoshop for all creative work including logo design/branding to full advertising plans. SAi Flexisign for production. Increased sales with consistent designs and unique printing techniques.

**References available upon request.*