

# LAURA MOHRMAN GRAPHIC DESIGN

Maple Shade, NJ | 215-460-6314 | plantsbylaura@gmail.com | portfoliooflaura.com

Full-stack designer with over 20 years of experience in advertising, packaging, and expert-level proficiency in Adobe Creative Suite. Skilled in cross-platform design, from mockups to ad campaigns—UI/UX design, branding, project management, and photography with a specialization in Canva for social, email, and video content. A genuine passion for design paired with ongoing education.

## SKILLS

- Branding & Visual Identity
- Packaging Design
- UI/UX & Ecommerce
- Digital Marketing Design
- Content Creation
- Creative Leadership

## SOFTWARE

- Adobe Creative Suite
- Canva
- Figma
- Flexisign
- Hubspot/Mailchimp/AC
- ChatGPT

## CERTIFICATIONS

### GitHub Copilot

Udemy | 6/25

### Master Figma in 2025

Udemy | 5/25

### Prompt Engineering for ChatGPT

Udemy | 7/23

### Rowan College of South Jersey

Digital Marketing Certificate | 6/23

### Midjourney Mastery

Udemy | 2/23

### Motion Graphics Certified

Adobe After Effects Training

Fast Signs Corporate | 3/21

## EDUCATION

### Moore College of Art & Design

Philadelphia, PA

BFA Graphic Design | 5/10

w/ Full marketing internship

-Focus on web design

## EXPERIENCE

### Creative Lead

Food Sciences Corporation – Mt. Laurel, NJ | 3/22–3/25

Led design and branding across multiple FDA/USDA-compliant consumer brands. Launched Biocare brand which saw \$750k in the first year. Sole designer for print, digital, and packaging deliverables.

- Developed CPGs from concept to pre-press
- Created B2B/B2C marketing assets for ecommerce
- Oversaw UI/UX design of 3 apps, email marketing, content creation, photography shoots, managed creative for five brands

### Online Marketing Manager / Graphic Designer

Sonu Media – West Berlin, NJ | 10/21–3/22

Designed and optimized marketing materials for clients like HBO, DIRECTV and Samsung. Increased lead generation with social and ad brand awareness campaigns. Used Adobe Creative Suite.

- Created web and print materials aligned with brand guidelines
- Created and maintained social media assets and calendar
- Wrote SEO-driven articles
- Optimized content via WordPress & Yoast
- Reported on campaign metrics to drive design direction

### Senior Graphic Designer

Fast Signs – Maple Shade, NJ | 12/20–6/21

Designed custom visuals for Amazon, Dunkin', and Virtua Health across apparel, signage, and vehicles. Used Adobe CS and Flexisign.

### Project Manager & Graphic Designer

Precision Glass Tint & Signs – Tabernacle, NJ | 6/15–4/20

Oversaw sign design/production from client pitch through installation. Used Adobe Creative Suite, Flexisign and Quickbooks.

## CREATIVE VENTURES

### Author – The Modern Designer (2023)

Published 191-page guide on design workflows from sketch to AI. Available on Amazon.

### SVGs by Laura (Ongoing)

Created 700+ downloadable vectors; over 7K sales in 36 months.