

LAURA MOHRMAN | FULL STACK GRAPHIC DESIGNER

Maple Shade, NJ 08052 | 215-460-6314 | plantsbylaura@gmail.com | portfoliooflaura.com

Laura Mohrman is an experienced creative director and full-stack designer with over 20 years of experience delivering strategic brand storytelling across packaging, digital, and print. With a sharp eye for visual identity, a user-first mindset, and a passion for design that bridges beauty with business results, Laura is a thoughtful collaborator and organized independent worker. Having led creative projects for brands in wellness, lifestyle, and CPG sectors, she thrives at the intersection of aesthetics and innovation, including recent work leveraging generative AI tools for ideation and execution. Laura is a lifelong learner who actively pursues continuing education to stay on the leading edge of design thinking, UX strategy, and emerging technologies.

SKILLS

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

SOFTWARE

- Adobe Creative Suite
- Microsoft Office
- Canva
- Figma and Figjam
- Flexisign
- VersaWorks
- Hubspot
- Marketo
- Mailchimp
- Active Campaign
- Klaviyo
- Generative AI
- WordPress
- GitHub

EDUCATION

Moore College of Art & Design

Philadelphia, PA

BFA Graphic Design | 5/10

w/ Full marketing internship

-Focus on web design

Art Institute of Philadelphia

Philadelphia, PA

Animation & Graphic Design

2003 - 2006

EXPERIENCE

Creative Lead and Senior Graphic Designer

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 and 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 various clients such as Amazon, Dunkin', and Virtua Health across apparel, signage, and vehicles.

Used Adobe CS and Flexisign.

Project Manager and 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.

Graphic Designer (Sole, Full Time Temp)

Designer Wraps – Millville, NJ | 3/15–7/15

Consulted with clients and created high-end vehicle designs for fleets and collectors. Used FlexiSign and Adobe Creative Suite.

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SELECT CLIENTS

- Sanrio
- Amazon
- Dunkin'
- DIRECTV
- SiriusXM
- HBO
- Virtua Health
- Comcast

CERTIFICATIONS

GitHub Copilot

Udemy | 6/25

Master Figma in 2025

Udemy | 5/25

Vibe Coding Bootcamp

Udemy | 5/25

Active Campiagn L.1

AC Academy | 9/23

Prompt Engineering for ChatGPT

Udemy | 7/23

Rowan College of South Jersey

Digital Marketing Certificate | 6/23

Midjourney Mastery

Udemy | 2/23

Yoast SEO

Yoast Academy | 11/21

Motion Graphics Certified

Adobe After Effects Training

Fast Signs Corporate | 3/21

HTML & CSS

Atlantic Cape Comm. College | 5/25

Google Analytics IQ

Google | 12/23

Instagram Marketing

Udemy | '18 initially, renewed '19, '20, '21 and '23

EXPERIENCE (CONT.)

Graphic Designer (Sole, Full Time Temp)

Spectrum Marketing Communications – Cherry Hill, NJ | 8/14–3/15

Sole Graphic Designer for four (4) companies under one roof-Spectrum Marketing, PricelessImprinters.com, Number 1 Awards, and BTC Envelopes. Custom imprinted file setup for a variety of print processes such as screen, embroidery, digital, pad, offset etc. Used Adobe CS.

Project Manager and Graphic Designer (Sole, Full Time Temp)

Superior Printing – Upper Darby, PA | 1/14–8/14

Managed and produced digital printing for a busy print shop. Custom printing services for clients such as Comcast and Lions Gate. Used Adobe CC and multiple brands of digital printers. Assisted with 2-color offset print production.

Packaging Production Artist (Sole, Full Time Temp)

Frankford Candy – Philadelphia, PA | 1/13–10/13

Provided exceptional production and craft skills, creating hundreds of top quality samples for Target, Walmart, K-mart, etc. Met and exceeded all project requirements and deadlines. Design duties performed as needed from licensed style guide artwork such as Disney, Marvel, Sanrio, etc.

General Manager/Lead Graphic Designer/Project Manager

Signs By Tomorrow Franchise – Marlton, NJ | 8/11–8/12

Hired as graphic designer and promoted to GM after 4 months. Was responsible for all aspects of company. Oversaw projects from conception to installation. Used Adobe CS, Flexi and QuickBooks.

- Envisioned unique advertising strategies
- Consultations in-store and on-site/estimates and pricing
- Designed all artwork required for industry-standard sign-making
- Utilized strong typography and artistic skills
- Supply ordering and inventory
- Practiced ethical business on a daily basis independently

Copy Center Lead

Staples Copy Center – Cherry Hill, NJ | 1/08–8/11

Responsible for ensuring copy center functioned to corporate standards. Provided leadership to staff, order QC, placed supply orders according to regional P&L, implemented seasonal signage, attended regular management meetings.

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.