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 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.

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.