

Laura Hearst, Graphic Designer

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LINKS

[LinkedIn](#), [Website](#), [Behance](#)

PROFILE

Highly creative and detail-oriented graphic designer with 2 years of experience in translating ideas into visually compelling designs. Proficient in conceptualizing clients' visions and delivering exceptional design solutions across various media platforms.

EMPLOYMENT HISTORY

Mar 2023 — Present

NDA in Web Design

Remote

- Coordinated with the UI/UX team to ensure the web design was consistent and aligned with the company's branding

Sep 2021 — Mar 2023

Graphic Designer Sports Apparel, Go Earn It

Rockford, IL

- Coordinated with various clients to create custom-designed sports apparel, tailored to individual preferences and brand identities.
- Assisted senior designers in creating marketing materials, resulting in increased followers and engagement for clients' profiles.
- Created eye-catching logos, icons, and illustrations that increased brand recognition for the client.
- Collaborated with product development teams to ensure customer feedback was incorporated into product designs

Aug 2021 — Aug 2022

Graphic Design and Marketing Associate, Lake Zurich Florist

Lake Zurich, IL

- Developed creative concepts and designs for a variety of projects, including social media and digital marketing campaigns.
- Created a dynamic website with a responsive design that provided an optimal experience for users on all devices.
- Produced high-quality product photography that increased sales by 15%.

EDUCATION

Jan 2020 — May 2021

Pratt Institute

New York City, NY

- AAS in Graphic Design

Aug 2015 — Dec 2018

University of Tampa

Tampa, FL

- BS in Marine Science
- BS in Biology

SKILLS

Microsoft Office

Figma

Adobe Suite

HTML

Graphic Design

CSS

LANGUAGES

English

Native speaker

French

Very good command

INTERNSHIPS

Jan 2021 — May 2021

Graphic Design Intern, Changing Children's World Foundation

Geneva, IL

- Developed marketing campaigns to increase brand awareness and customer acquisition.
- Collaborated with marketing and sales teams to improve content marketing and cross-promotional initiatives.
- Developed and managed a successful fundraising campaign that increased donations to the organization.