

Laura Cox

WEBSITE: **LCD.STUDIO**

CALL: **570-815-7791**

EMAIL: **LAURA@LCD.STUDIO**

OBJECTIVE

“ Experienced graphic designer well versed in creating clean visuals with meaningful messages at all steps of the process from conception through to production looking to join a diverse creative team and leverage my skills to help make a difference in the world. ”

EDUCATION

Graphic Design Bachelor of Fine Arts

08/12–05/16

VIRGINIA COMMONWEALTH UNIVERSITY

- da Vinci Certificate of Product Innovation
- da Vinci Certificate of Venture Creation

INVOLVEMENT

Charlottesville Design Week

04/19–CURRENT

EVENT ORGANIZER

Tuesday Design Society

10/18–CURRENT

BOARD MEMBER

Kappa Pi Art Fraternity

09/13–05/16

EVENT ORGANIZER

SKILLS

DESIGN

- Print
- Interaction
- Branding
- Illustration
- Typography
- Animation
- Front-End

TOOLS

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere
- HTML/CSS/JS
- WordPress

EXPERIENCE

Contract Graphic Designer

06/22–CURRENT **DIGITAL PROMISE GLOBAL**

- Formats editorial content for educational research reports within the brand identity with a focus on clarity, readability, and accessibility.
- Designs informational graphics and digital illustrations relating to research content by utilizing existing visual library of parts and creating new elements to fit within the brand.

Graphic Design & Marketing Manager

07/18–CURRENT **LORING WOODRIFF REAL ESTATE**

- Sole in-house designer supporting over 30 agents by producing email blasts, media kits, print and digital ads, postcards, flyers, brochures, and other collateral.
- Manages overall advertising campaign by negotiating contracts for best pricing and placement, and designing ads weekly across 15 local and national publications.

Freelance Graphic Designer

08/16–CURRENT **LAURA COX DESIGN STUDIO**

- Produces various print and digital designs for individual and small business clients.
- Consults and devises best execution for client's web presence, and implements new designs.

Contract Graphic Designer

02/18–08/18 **COREDAY CREATIVE**

- Created social media promotional images and videos for 3 seasons of Facebook Watch comedy show *Couples Night*.
- Engineered batch processing for color correction and further photo editing for hundreds of promotional photos.
- Designed various business logos, editorial articles, press releases, and sales decks for different brands.

Project Manager & Designer

08/16–04/17 **HIGHTECH SIGNS**

- Generated detailed quotes, typographic designs, and production specifications for over 100 different clients, while exceeding monthly sales goal of \$15,000 by an average of 12%.
- Redesigned rendering template to improve communication between clients, managers, and production staff.

Graphic Design Intern

08/15–12/15 **THINK OF US**

- Created comprehensive branding guidelines that streamlined workflows and visual representation across teams.
- Surveyed and analyzed mobile user experiences through interviews and A/B testing with 2 in-production apps to improve interface design.