

# laura morrison pibel

I'm interested in the relationship between communication and art to promote community and education using a variety of different innovative media forms.

## EXPERIENCE

**MAY 2018 - PRESENT**

### **Graphic Designer**

**One Ton Creative Design Group**

Created print-ready materials such as business cards, letterheads, flyers, apparel merchandise, and brochures.

Developed social media campaign graphics and copy with a strong attention to grammar and brand identity.

Communicated with printers to ensure the quality of files and provide accurate quotes to the clients.

Maintained the company's project management by being the first point-of-contact for clients, creating and managing proposal and project tracking systems, and delegating tasks to team members.

**SEPTEMBER 2017 - DECEMBER 2017**

### **Graphic Design and Digital Media Intern**

**College of Natural Sciences at Colorado State University**

Collaborated with the Director of Communications and department directors to ensure projects were accurate and consistent with the department's messaging.

Balanced multiple projects at a time by prioritizing work based on deadlines, the length of the projects, and the necessary items needed to complete the projects.

**JUNE 2016 - MAY 2017**

### **Deputy Director of Graphic Design/Webmaster**

**Associated Students at Colorado State University**

Created marketing materials for print, online materials, logos, and merchandise.

Set up a system for processing project requests that increased the Marketing department's efficiency and assisted clients on their role in the design process.

Strategized with the University's Director of Marketing on innovative ways to communicate with the student body with attention to the needs of diverse populations.

**JANUARY 2015 - MAY 2016**

### **Market Research Coordinator/Event Programmer**

**RamEvents at Campus Activities**

Responsible for programming large and small-scale events for a community of 28,000 students at CSU.

Utilized research and assessment methods to highlight the value of RamEvents programs in relation to Social Justice and Diversity values by analyzing and interpreting data.

Identified needs of CSU students through a variety of assessment methods, including program evaluations, focus groups, interviews, and trends surveys.

## EDUCATION

**AUGUST 2014 - DECEMBER 2017**

### **Colorado State University**

**Bachelor of Fine Arts (B.F.A.)**

Fort Collins, Colorado

Graphic Design and Electronic Art

Minor in Ethnic Studies

## SKILLS

Typography

Photography

Logo Design

Copywriting

HTML/CSS

Javascript/JS

UX/UI

Market Research

## SOFTWARE

Illustrator

Photoshop

Premiere Pro

InDesign

Animate

AfterEffects

Dreamweaver

Fireworks

Lightroom

MS Office

Keynote

Google Docs

Wordpress

Processing

Constant Contact

Mail Chimp

## AWARDS

**DECEMBER 2017**

### **Graduation, Cum Laude**

College of Liberal Arts at Colorado State University

**DECEMBER 2016, MAY 2017**

### **Electronic Art Showcase**

The Department of Art and Art History at Colorado State University

**APRIL 2016**

### **Student Art Showcase**

The Department of Art and Art History at Colorado State University

**AUGUST 2014 - DECEMBER 2017**

### **Creative and Performing Arts Award**

The Department of Art and Art History at Colorado State University

## CONTACT

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