

laura stockman

Brand Designer & Illustrator &...

<https://laurastockman.com>

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716.480.8656

SKILLS

Collaboration
Problem Solving
Design Strategy
Ideation

Adobe Creative Suite
Typography & Layout
Social Media Marketing
Copy Writing

EDUCATION

Rochester Institute of Technology

August 2015 — May 2019

BFA Graphic Design,
Immersion in Psychology

INVOLVEMENT

Ellipse Magazine

Art Director | Fall 2018

TEDxRIT

Creative Director | 2017

INTERESTS

Roller Skating
Grainy Procreate Brushes
Charcuterie Plates

See Also:

Figuring out how to cook tofu



ABOUT ME

I'm a nimble brand designer and illustrator with over three years of experience creating brands with big personality. I hope to collaborate with genuine, conscious-minded folks to create work that leaves others starry eyed.

WORK EXPERIENCE

DoSomething.Org

Graphic Designer | May 2021 — Present

Collaborates with Communications & Marketing Team to lead the art direction and design for several cross-platform national social change campaigns. Including sponsored programs for: General Motors, 3M, The Allstate Foundation, Vans, and more.

This work also includes:

Developing brand and design strategy.
Developing project timelines and ensuring on-time delivery.

Freelance Brand Designer & Illustrator

May 2020 — Present

Collaborates closely with a variety of small and mid-sized business clients to design and implement brand guidelines, interactive web design, and social media strategies. (Client list available upon request)

This work also includes:

Creating and maintaining project briefs and budgets.
Negotiating contracts and developing timelines.

Beer Tree Brew Co.

Brand Designer & Marketing Lead | July 2019 — May 2020

Developed brand consistency by balancing several projects ranging from packaging to digital design. Extended brand voice to product photography and social media presence.

Led brand refresh and expansion, set to launch with the opening of the brewery's new location in Winter 2020.

Fisher - Price, Mattel

Packaging Graphic Design Intern | May 2018 — August 2020

Created packaging layouts and developed brand assets.

Rochester Institute of Technology, RIT Libraries

Graphic Designer | June 2016 — November 2018

Conceptualized designs, copy writing and marketing campaigns for several cross-platform initiatives and events.