

Laura Branham

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SENIOR GRAPHIC DESIGNER | PROJECT MANAGER

PROFESSIONAL SUMMARY

Senior Graphic Designer with a background in Programming, Web Development, and Project Management, bringing over 10 years of experience implementing graphic design and website development solutions within small and large marketing firms and as a freelance entrepreneur. Well-versed in the principles of responsive web design and design trends while possessing a high-level understanding of brand design and user research.

CORE COMPETENCIES

Graphic Design Tools (Adobe Creative Suite: Photoshop, Illustrator, InDesign), Web Development Tools (WordPress, Elementor, Shopify), Brand Identity Creation, Infographics, UI/UX, Content Design, Design Reviews, Typography, Style Guides, Persona Creation, High/Low Fidelity Wireframes, Microsoft Office Products (Word, Excel, PPT), Excellent Verbal and Written Communication, Problem-Solving Ability, Creative Thinking, Strong Interpersonal and Teamwork Skills.

Fundamental Understanding:

Multimedia Design, Prototyping, Figma, Performance Marketing, Photography, Administrative Processes, Process Improvement, Quality Assurance (QA).

PROFESSIONAL EXPERIENCE

Gulf Coast Magazine | Creative Director 03/2024 – Present

- To spearhead the design and execution of innovative magazine layouts, ads, and digital content, significantly enhancing the visual appeal and reader engagement for both print and online publications.
- Will lead a creative team in producing compelling social media posts, driving increased interaction and followership across multiple platforms, and elevating the magazine's digital presence.
- Scheduled to organize the creative workflow of multimedia content, seamlessly integrating visual storytelling with brand messaging to captivate and engage a diverse audience.
- Prepared to implement cutting-edge design techniques and trends, ensuring the magazine's aesthetic remained at the forefront of the industry, while maintaining a cohesive brand identity across all media.

All in the Design | Freelance Graphic Designer & Web Developer 05/2013 – 12/2023

- Oversaw multiple digital and print projects including webpages and branding, from start to finish to provide a seamless experience for clients while maintaining a high rate of accuracy and adhering to deadlines.
- Utilize graphic design principles and market research to gain insights into target audience preferences, industry trends, and brand performance, facilitating the creation of visually compelling communication designs that enhance engagement and strengthen brand identity.
- Conducted in-depth discovery sessions with clients, establishing a clear understanding of their brand and marketing goals, which guided the custom design of strategic and visually appealing solutions.
- Demonstrated outstanding organization skills in managing graphic design projects, integrating insights from data collection to refine and enhance creative processes and project management efficiency.

Branding Respect | Senior Graphic Designer / Web Developer 07/2020 – 12/2020

- Supervised, trained, and developed a creative team of five (5) graphic designers and copy writers.
- Delivered data-driven designs after strategic backend analysis of marketing channels.
- Conducted reviews and research of competitors and provide insights during team collaborations.
- Provided art direction and innovative solutions to clients looking to market their brand via logos, business cards, banners, social media assets, flyers, and rack cards.

EDUCATION

Collins College - Bachelor of Arts, Visual Communication (GPA 3.8)

CERTIFICATIONS

- Photoshop 2021 – Essential Training: The Basics
- Illustrator 2021 – One-on-One Fundamentals
- Data Analytics Certificate Course, Break Into Tech
- Tableau Creator, Tableau