

LAURA BRANHAM

(480) 800-0015 | laurambranham@gmail.com | Chandler, AZ | [Design Portfolio](#) | [Data Portfolio](#) | [LinkedIn](#)

SENIOR GRAPHIC DESIGNER | DATA ANALYST

Senior Graphic Designer with over 12 years of experience delivering high-impact visual solutions that align with organizational objectives and enhance brand presence. Known for combining strategic thinking with creative execution to produce clear, effective designs across digital and print channels. Bringing a data-informed approach to visual communication, translating complex information into accessible and engaging formats. Highly collaborative, detail-oriented, and committed to maintaining design excellence in fast-paced, results-driven environments.

CORE COMPETENCIES & TECHNICAL SKILLS

Visual Communication, Graphic Design, Brand Identity, Layout Design, Typography, Color Theory, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Print and Digital Design, Marketing Collateral, Web Design, UI/UX Principles, Responsive Design, Wireframing, WordPress, Elementor, Visual Storytelling, Presentation Design, Image Editing and Retouching, Content Creation, Project Management, Cross-Functional Collaboration, Client Relations, Attention to Detail, Written and Verbal Communication, Strategic Thinking, Data Visualization, Dashboard Design, Data Cleaning, Relational Databases, KPI Tracking, Complex Data Sets, Excel, Pivot Tables, VLookups, SQL, Python, HTML, CSS.

PROFESSIONAL EXPERIENCE

Servbank

Phoenix, AZ

Graphic Designer

06/2024 – Present

- Collaborate with cross-departmental teams to develop tailored marketing collateral that supports departmental goals and product initiatives, ensuring alignment with brand standards while meeting all deadlines.
- Partner with management and stakeholders to design data-driven presentations, transforming complex information into clear, compelling narratives.
- Design and produce all marketing materials, social media assets, including animated GIFs, to drive engagement and maintain a consistent brand voice across digital platforms.

Freelance – All in the Design

Chandler, AZ (remote)

Graphic Designer & Web Developer

05/2013 – 12/2023

- Utilized market research to gain insights into target audience preferences, industry trends, and brand performance, facilitating the creation of impactful designs that enhanced engagement and strengthened 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 effective and aesthetically appealing solutions.

Branding Respect

Siesta Key, FL (remote)

Senior Graphic Designer / Web Developer

07/2020 – 12/2020

- Designed projects utilizing data-insights after strategic backend analysis of marketing channels and consistent team communication, which increased user engagement by over 15%.
- Ensured a high level of standard with 100% accuracy and a seamless client experience by having strong attention-to-detail, carefully curating demographic personas, and strictly adhering to deadlines throughout the project lifecycle.

Northwest Pipe

Adelanto, CA

Maintenance Clerk / Systems Administrator

06/2017 – 05/2018

- Created monthly budget analysis reports on department expenses which helped save 5% within the first year.
- Implemented tracking system for department repair ticket system to establish production, repair and status reports which resulted in 100% ISO-Standard compliance certification and directly increased yearly revenue by 12%.

EDUCATION / CERTIFICATIONS

Bachelor of Arts, Visual Communication - **Collins College** (Summa cum laude - GPA 3.8)

Data Analytics Certificate Course, **Break into Tech**

SQL: Querying and Managing Data, **Khan Academy**

Tableau Creator, **Tableau**