

LAURA BRANHAM

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

SENIOR GRAPHIC DESIGNER | DATA ANALYST

Senior Graphic Designer with 12+ years of experience creating strategic visual solutions that strengthen brand identity and support business objectives. Skilled in translating complex information into compelling presentations, digital communications, and print materials. Combines creative expertise with data-informed thinking to deliver clear, engaging visual narratives. Collaborative, detail-oriented, and adept at managing multiple projects while maintaining brand consistency and design excellence in fast-paced environments.

CORE COMPETENCIES & TECHNICAL SKILLS

Graphic Design, Visual Communication, Brand Identity, Visual Storytelling, Presentation Design, PowerPoint, Layout Design, Typography, Color Theory, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Print and Digital Design, Marketing Collateral, Digital Newsletters, Social Media Graphics, Image Editing and Retouching, Web Design, UI/UX Principles, Responsive Design, Wireframing, WordPress, Elementor, Content Creation, Project Management, Cross-Functional Collaboration, 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

- Partner with executive leadership and cross-functional teams to develop compelling PowerPoint presentations, custom visuals, and branded communications that translate complex information into clear, engaging narratives.
- Lead the design and production of multi-channel marketing assets, including digital newsletters, social media graphics, email campaigns, print collateral, and event materials, ensuring consistent brand execution.
- Manage concurrent creative projects from concept through final production, collaborating with stakeholders to balance business objectives, brand standards, regulatory requirements, and deadlines in a fast-paced environment.

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 Operations Clerk/Coordinator

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**