



LAURA BENSON

GRAPHIC DESIGNER

CONTACT

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🌐 squirrelydesign.com

📍 Sacramento, California

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Microsoft Office

HTML/CSS

EDUCATION

Cosumnes River College

Film and Media Studies

Sacramento, CA

2014

The Art Institute of California—
Sacramento

Bachelor of Science

Web Design & Interactive Media

Sacramento, CA

2008-2012

ACHIEVEMENTS

“Calling All Dreamers”

2016 Winner

Oblivion Comics & Coffee

Downtown Sacramento

Partnership

INTERESTS

Comic Books & Novels

Movies & TV Shows

Podcasts

Video Games

Board Games

HELLO!

I am a graphic designer with over a decade of experience in branding, print/digital asset creation, and light content creation. My collaborative nature and clear communication enables a seamless integration into diverse teams, while my diligence and attention to detail ensures high-quality work. I also excel in time management and organization, efficiently prioritizing tasks, setting realistic goals, and proactively identifying potential obstacles for smooth project execution.

WORK EXPERIENCE

GRAPHIC DESIGNER // CO-HOST

Shit We've Read Podcast

2021-Present

In collaboration with my co-host, I crafted an array of visual brand assets, including a logo, show art, episode art, and website graphics. Presently assist in creating social media graphics that resonate with current followers and entice potential listeners. Refresh the show art and social media graphics each season to maintain a distinctive and memorable brand identity, enhancing our recognition and attracting new listeners.

CO-OWNER // GRAPHIC DESIGNER // SOCIAL MEDIA MANAGER

Rabbit Food Revolution (Food Trailer)

2023-2024

Built social media brand awareness and engagement. Drove traffic to the trailer's location with high-quality photos, captivating reels, and branded graphics showcasing delicious food and entertaining events. Conceptualized, designed, and produced visually appealing print assets such as posters and fliers.

GRAPHIC DESIGNER // SOCIAL MEDIA MANAGER

SBL Entertainment

2021-2023

Designed digital and print assets for SBL sponsored entertainment events at multiple venues across the United States. Coordinated with agents and venues to ensure designs aligned with event aesthetics and marketing strategies. Managed SBL's social media presence with show graphics and captivating videos, helping to drive awareness and ticket sales. Designed and updated monthly print advertisements.

GRAPHIC DESIGNER

EMF Broadcasting (K-LOVE and Air1 Radio)

2014-2017 // 2020-2021

Designed high-quality, captivating graphics for multiple EMF brands within tight deadlines, ensuring brand consistency across digital and print platforms. Aimed to engage audiences, promote events, and share inspiring messages through website and social media graphics, fliers, posters, postcards, banners, and advertisements.

CO-OWNER // GRAPHIC DESIGNER // SOCIAL MEDIA MANAGER

Oblivion Comics & Coffee

2016-2020

Managed and maintained social media brand awareness and drove attention to the business through high-quality photos, engaging videos, and branded graphics. Conceptualized, designed, and produced visually appealing print materials such as fliers and posters to effectively promote the menu and upcoming events.

WEB//GRAPHIC DESIGNER

Misfit

2011-2014

Designed digital and print artwork for various clients, including posters, brochures, social media graphics, and advertisements. Familiar with pre-press duties and communication with printing presses. Collaborated with universities, food chains, and nonprofits, adapting my design approach to meet unique project requirements. Provided minor website maintenance to ensure updated and smooth functioning.

References available upon request.