

LAURA BENSON

GRAPHIC DESIGNER

HELLO!

I am a graphic designer with over a decade of experience in branding, print and digital design, 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

Co-Host, Digital Designer | Jan 2021 - Present S#It We've Read (Podcast)

In collaboration with my co-host, I developed SWR's brand strategy and visual identity, including the logo, show art, episode art, and website. 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 | Dec 2022 - Mar 2024 Rabbit Food Revolution (Food Trailer)

Updated the brand and built social media brand awareness and engagement. Drove traffic to the trailer's location with high-quality food 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. Handled every day admin and operator duties.

Graphic Designer (Contract) | Sep 2021 - Mar 2023 SBL Entertainment

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 and handled the pre-press printing process. 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 (Contract) | Mar 2020 - Oct 2021 Educational Media Foundation (K-LOVE and Air1 Radio)

Designed high-quality, captivating graphics and documents for multiple EMF brands while balancing multiple projects and deadlines at once, ensuring brand consistency across digital and print platforms. Worked closely with the creative director and other teams, accurately interpreting creative briefs and employing problem solving when needed. Aimed to engage audiences, promote events, and share inspiring messages through website, blog, and social media graphics, fliers, posters, postcards, banners, and advertisements.

Co-Owner, Graphic Designer | Jun 2016 - Nov 2020 Oblivion Comics & Coffee

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 flyers and posters to effectively promote the menu and upcoming events. Designed and managed a weekly email newsletter informing customers on which comic books were available for special order.

Production Designer (Contract) | Nov 2014 - Feb 2017 Educational Media Foundation (K-LOVE and Air1 Radio)

Designed high-quality, on-brand graphics for K-LOVE and Air1 radio stations websites, blogs, and social media with the objective to promote national and regional events, share spiritual messages, and drive audience engagement. Worked on a number of projects at once while meeting tight deadlines.

Web and Graphic Designer | May 2011 - Jan 2014 Misfit

Designed digital and print artwork for various clients, including posters, brochures, social media graphics, billboards, vehicle wraps, and more. 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.

CONTACT

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🌐 squirrellydesign.com
📍 Sacramento, California

SKILLS

Adobe:	Canva
Photoshop	• • •
Illustrator	• • •
InDesign	• • •
Audition	• • •
Premiere	• • •
After Effects	• • •
Dreamweaver	• • •
	Figma
	• • •
	Google Drive
	• • •
	Microsoft Office
	• • •
	WordPress
	• • •
	Squarespace
	• • •
	HTML/CSS/PHP
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EDUCATION

Film and Media Studies
Cosumnes River College | 16 Credits
Sacramento, CA | 2014-2015

Bachelor of Science,
Web Design & Interactive Media
The Art Institute of California-
Sacramento
Sacramento, CA | 2008-2012

ACHIEVEMENTS

"Calling All Dreamers" 2016 Winner
Oblivion Comics & Coffee
Downtown Sacramento Partnership

PERSONAL INTERESTS

Comic Books & Novels	Video Games
Movies & TV Shows	Board Games
Podcasts	Pet Care