

# 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

### Operations Manager and Designer | Entertainment Podcast

Jan 2021 - Present | Remote

Assisted in developing the brand strategy and visual identity, including the logo, show art, episode art, and website. Presently design social media graphics to resonate with followers and entice potential listeners and update the website regularly. Also refresh the show art and social media graphics each season to maintain a distinctive and memorable brand identity, enhancing recognition and attracting new listeners. Communicate with publishers, authors, guest hosts, and more.

### Graphic Designer and Co-Owner | Rabbit Food Revolution (Food Trailer)

Dec 2022 - Mar 2024 | Sacramento, CA

After purchasing this existing business, I updated the brand and built social media 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, fliers, and A-signs. Handled every day admin and operator duties.

### Graphic Designer (Contract) | SBL Entertainment

Sep 2021 - Mar 2023 | Remote

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) | Educational Media Foundation

Mar 2020 - Oct 2021 | Remote

Designed high-quality, captivating graphics and documents for multiple EMF brands, including two national radio stations, 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 interpreted creative briefs and employed problem solving as needed. Aimed to engage audiences, design and promote events, and share inspiring messages through websites, blogs, social media graphics, fliers, posters, postcards, banners, brochures, and advertisements.

### Graphic Designer and Co-Owner | Oblivion Comics & Coffee

Jun 2016 - Nov 2020 | Sacramento, CA

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 comic books available for special order.

### Production Designer (Contract) | Educational Media Foundation

Nov 2014 - Feb 2017 | Rocklin, CA


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

### Web and Graphic Designer | Misfit


May 2011 - Jan 2014 | Sacramento, CA


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

 916-420-8592

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 squirrellydesign.com

 Sacramento, California

## SKILLS

Adobe:

Photoshop  
● ● ●

Illustrator  
● ● ●

InDesign  
● ● ●

Audition  
● ● ●

Premiere  
● ● ●

After Effects  
● ● ●

Dreamweaver  
● ● ●

Canva  
● ● ●

Figma  
● ● ●

Google Drive  
● ● ●

Microsoft Office  
● ● ●

WordPress  
● ● ●

Squarespace  
● ● ●

HTML/CSS/PHP  
● ● ●

## EDUCATION

Cosumnes River College

Sacramento, CA

Coursework in Film and Media Studies

The Art Institute of CA-Sacramento

Sacramento, CA

Bachelor of Science in Web Design & Interactive Media

Honors: Valedictorian

## ACHIEVEMENTS

"Calling All Dreamers" 2016 Winner

*Oblivion Comics & Coffee*

Downtown Sacramento Partnership

## PERSONAL INTERESTS

Comic Books & Novels

Movies & TV Shows

Podcasts

Video Games

Board Games

Pet Care