



Laurel A. M^cDonald

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QUALIFICATIONS

- Experienced in aesthetics and formal concepts of layouts and design including communication legibility and effectiveness, interrelationships between imagery and text, balance, typography, and color theory.
- Proficient in branding, logo design, conceptual design, typography, color theory, design layout, computer illustration, and image manipulation.
- Trained in UX, UI, HTML, CSS, Responsive Design, building and testing of websites, domain and server set-up, wireframing, creating mood boards and sitemaps, paper prototyping, and grid systems.
- Familiarity with e-commerce content, email and digital marketing, and social media management

SKILLS

Adobe Illustrator

Mockups

Design Layout

Sublime Text

Adobe Photoshop

Usability Testing

Responsive Design

HTML 5

Adobe Dreamweaver

UI/UX Design

Cyberduck

CSS 3

EDUCATION

The Art Institutes International Minnesota, Minneapolis, MN

June 2014

Associate of Applied Science in Web Design & Interactive Media GPA: 3.78

FREELANCE EXPERIENCE

Graphic Designer

August 2014 - Present

Conceptualize designs and utilize Adobe Creative Suite to manipulate images; create, revise, and finalize graphics for various projects, including logos and posters.

EMPLOYMENT HISTORY

Architectural Antiques, Minneapolis, MN

Digital Marketing/Web Specialist

December 2014 - February 2017

Manage digital marketing in weekly emails through MailChimp, maintain web content using Squarespace platform; product photography; monitor and analyze digital traffic from website; upkeep of social media presence.

Gallery Tower Condominiums, St. Paul, MN

Desk Attendant

October 2013 - April 2015

Overnight desk attendant for building via property management companies (1st Service Residential, through December 2014, and Community Development Inc. from January 2015); monitored security cameras and managed any issues that arose with residents.

Cold Side Silkscreening, Minneapolis, MN

Shop Assistant

February 2012 - March 2014

Quality assurance of silkscreened garments, inventory and check-in of incoming shipments.

LPS Default Solutions, Mendota Heights, MN

Loss Claims Supervisor

March 2008 - May 2011

Oversaw a team of up to 20 in the production of new referrals and timely completion of document entry and signatures. Worked directly with manager and senior management to resolve loss claims for clients.