

LAURA JOHN

GRAPHIC DESIGNER

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EXPERIENCE

Graphic Designer / Marketing Assistant

September 2013 - Present

I am currently the Graphic Designer and Marketing Assistant at Allied Technical Sales (ATS). My main tasks involve overseeing all marketing initiatives and project management, creating designs for all print and digital promotions, experimental / event marketing, e-blasts, and user experience designs. I also assist with our teams expenses to ensure we're always well within our budget.

Freelance Graphic Designer

May 2016

Butchers On The Block hired me to design and code their website, which allowed me to research the food truck industry inside and out, while providing my suggestions on the structure of a website, the design, and social media methods to help them gain traction with the launch of their new business.

April 2016

Haute Eats Catering reached out to me asking for a logo design to pair with their company launch. I worked with the client to develop the design and final logo, which is now becoming known in the catering world.

April & December 2016

The Black Feather Intuitive, Stacey Brown, was interested in having me illustrate two of her book covers for different audiences. She wanted them both to feel like they were her, however she wanted them to really stand apart to better reach the targets. We worked together to finalize an idea, then I created the covers, and prepped them for print through Amazon.

Internship

Mar. - Jul. 2013

Creative Marketing Design Intern at St. Joseph Media, where I designed marketing collateral for the sales team, invitations, presentations and supportive material for events. I also worked on e-blasts, on-line ads and updated magazine media kits all while editing images after photoshoots.

SKILLS



*References available upon request

EDUCATION

2009

Completed Fundamentals of Photography at St. Clair College, where I learned the skills to take full manual shots and the design elements of photography.

2010 - 2013

Graduated from the 3-year Advanced Graphic Design program at St. Clair College, where I learned the proper techniques for great typography, design, web and pre-press.

2013

Completed Introduction to Web Art and Design at OCAD University.

2017

Completed UI Design at RED Academy where I learned to standards for app and web design, while using Sketch and Invision.

ACHIEVEMENTS

Shores of Erie International Wine Festival 2013

Designed the winning poster for the Shores of Erie Wine festival, which was chosen by a panel of industry judges.

Downtown Revitalization Project 2012

Won first place for concept design. Graphic Design and Interior Design students teamed up to create a business that would revitalize as well as bring tourism and families back to the downtown of Windsor.