

**LAURA SMITH**

916.765.7747

[laura@lauralorraine.com](mailto:laura@lauralorraine.com)

### Proficiencies

Illustrator	*****
In Design	*****
Photoshop	****
Photography	****
Dreamweaver	**
After Effects	**

### Work Experience

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#### **Graphic Designer / Zoom Magazine, Roseville CA**

**May 2014 - Present**

- Manage design process and pagination for publication layout from initial stages through final edits.
- Design print advertisements, logos and marketing materials to help clients build their brands.
- Collaborate with editors to adjust layouts based on space, text and other requirements.
- Produce variety of projects in fast-paced environment with quick turnaround for clients.
- Participate in production planning and group meetings.
- Utilize InDesign, Photoshop, Illustrator and other Adobe design programs (CS3-CC) to create and prepare documents for production.

#### **Junior Designer / Renee Dubois Designs, Newcastle CA**

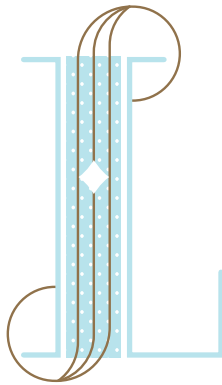
**May 2013 - May 2014**

- Conducted product development, art design and the application onto items such as canvas prints, dishware and various home décor.
- Researched, brainstormed and implemented new concepts for developing "in house" up and coming brand.
- Assisted with re-brand of other companies in team environment.
- Utilized comprehensive knowledge of production procedures for product design and development.
- Identified and forecasted latest industry trends and translated them into product designs.

#### **Architectural Drafter / Freelance, Raleys, and JR Miller & Associates**

**1999-2008**

- Used Computer Aided Design and Drafting systems to prepare architectural and structural drawings.
- Drew plans, specifying dimensions, materials, and procedures.
- Consulted technical handbooks and tables while in drafting phase.
- Worked with architects and engineers to ensure designs met client specifications and building codes.
- Created and maintained excellent history of cultivating productive, professional client relationships.
- Filed incoming/outgoing correspondence and invoices.



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### Head Cashier / Micheals Arts and Crafts

1996-1998

- Ensure customer transactions are processed promptly and accurately.
- Welcome customers, provide assistance and respond to concerns.
- Maintain clean and orderly checkout areas.
- Manage store operations in the absence of Store Manager.

### Skills

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- Extremely creative individual – Able to produce extraordinary design and product innovation.
- Good communicator – Able to understand design briefs and not afraid to ask questions.
- Completing projects by coordinating with outside agencies, art services, printers, etc.
- Highly organized and motivated – Able to multi task to ensure customer requirements are met.
- Ability to demonstrate knowledge of design principles, practices, and methods of digital art, graphic design, and arrangement.

### Education

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#### CSU Sacramento

- Bachelor of Science degree *Graphic Design 2014*

#### Sierra College

- Associate degree *Biological Sciences 2006*
- Associate degree *Liberal Arts 2004*