

LAURA GUILL

graphic design
illustration
website development

CONTACT

707.217.3153

laura@lauraguill.com

Santa Rosa, CA

www.lauraguill.com

ABOUT

Multi-talented Graphic Designer with 7+ years of experience at a branding and design agency. Quick to adapt design solutions; strong critical thinking and analysis skills to understand and identify client needs.

- Experience in print, large-scale graphics, packaging.
- Trained illustrator, hand sketching and computer.
- Firm understanding of web design and implementation.
- Team collaboration or self-directed as project requires.

EDUCATION

CALIFORNIA COLLEGE
OF THE ARTS
2006-2009

Bachelor of Fine Arts, Illustration

SANTA ROSA JUNIOR COLLEGE
Undergrad, supplementary
design and web courses.

SKILLS

- Adobe Illustrator, Photoshop, InDesign.
- HTML5, CSS3, basic Javascript and PHP, Wordpress, Mailchimp.
- Microsoft Word, Publisher, Powerpoint, Apple Pages, Keynote, Google Docs.
- Digital photography, DSLR camera.
- Fast, willing learner.
- Collaborative, flexible and adaptable.
- Active, empathetic listener.
- Attention to detail, problem solving.
- Writing, editing and content direction.

EXPERIENCE

Armstrong Creates FEBRUARY 2012 – CURRENT
Graphic Designer & Web Developer

Small boutique marketing and design firm, with emphasis on branding and strategic planning, while building long-lasting relationships with clients.

- Lead contact for several clients, while serving as art director and designer.
- Established new brand identities and visual standards for P&L Specialties, Arts: SV of Silicon Valley. Developed established brands with new creative: sales sheets, brochures, visual design for Hilmar Cheese Company, Canton Cooperage, Jain Farm Fresh Foods, Inc., All-Coast Forest Products.
- Designed and coded websites for Armstrong Creates and clients, using HTML 5, CSS3 and Bootstrap. Consulted on content, site maps, imagery. Sample sites include: armstrongcreates.com, cantoncooperage.com, and hartsdesirewines.com.
- Tradeshow Booths: designed and managed production of large-scale booth graphics; created floor plans, oversaw photography.
- Assisted with strategic planning for project goals and in-office tasks.

Marion Heath NOVEMBER 2009 – FEBRUARY 2012
Merchandiser

Monitoring, ordering, and restocking greeting cards, wrapping paper, and other products at purchasing vendors. Managed seasonal changeovers. Self-directed scheduling while working multiple stores.

afstudio design JANUARY 2011
Intern

Prepared presentations in Powerpoint and Adobe Illustrator; completed additional design work, spot illustrations.

NOMA Gallery AUGUST 2009 - JULY 2010
Intern

Receptionist, sales assistant, data entry. Assisted at show hangings and receptions. Promoted the gallery online, along with creating signage and sales material.

INTERESTS Reading, History, Fine Art, Museums • Cooking, Gardening, Food & Wine • Costuming & Historical Dress