

# LAURA GUILL

*graphic design*  
*illustration*  
*website development*

## CONTACT

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PORTFOLIO  
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## 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.

- Experienced designer of print and web, large-scale graphics, packaging; offset and digital printing.
- Trained illustrator, hand sketching and computer.
- Firm understanding of web design and implementation. HTML/CSS skills.
- Team collaboration or self-directed as required.

## 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. Mac and PC.
- HTML5, CSS3, basic Javascript and PHP, Wordpress, Mailchimp, InVision.
- Microsoft Word, Publisher, Powerpoint, Apple Pages, Keynote, Google Docs. Basecamp.
- Digital photography, DSLR camera.
- Fast, willing learner.
- Collaborative, flexible and adaptable. Quick problem solver.
- Active, empathetic listener.
- High attention to detail and precision.
- Writing, editing and content direction.

## EXPERIENCE

**Armstrong Creates** FEBRUARY 2012 – SEPTEMBER 2019  
Graphic Designer & Web Developer

- Served as main contact for clients, working as their art director and lead designer. Collaborated with coworkers on design direction, content and within critiques.
- Established new brand identities and visual standards. Developed established brands with new creative: overall visual design, secondary logos, sales sheets, brochures, and other print collateral.
- Consulted on messaging and content. Participated in photo shoots.
- Created production files for print collateral, packaging and large-scale graphics. Files prepared for digital, off-set and flexography printing; oversaw press checks.
- Designed and coded responsive, professional websites for Armstrong Creates and clients, using HTML 5, CSS3 and Bootstrap. Developed site maps and content so clients were clearly and distinctly represented.
- Managed production and design of tradeshow booths; created floor plans, signage, additional support materials.
- Lead strategic planning for project goals and in-office tasks. Assisted with technology support and acted as IT liaison.

**Marian 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

One month internship. 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