





LAURA NESBITT

GRAPHIC AND WEB DESIGN

CONTACT

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 (630) 702.9291

 Oak Park, IL

EDUCATION

B.F.A. VISUAL COMMUNICATIONS
Northern Illinois University
2012

SKILLS

- Full Life Cycle Project Management
- Cutting-edge Design
- Mentor
- Web Usability Best Practices / UX
- Adobe Creative Suite
- WordPress
- Microsoft Office
- Mac & PC
- HTML & CSS

REFERENCES

Available upon request

PROFESSIONAL SUMMARY

Talented, detail oriented, and award winning graphic designer with over six years' experience in print, web, and campaign design. Highly motivated and creative with exceptional management skills, and accustomed to working in a fast-paced environment. Seeking a team that demands high-quality design and a results-focused attitude.

EXPERIENCE

GRAPHIC DESIGN MANAGER *Darien, IL*

American Academy of Sleep Medicine 2016 - Current

Outline art direction and concepts for full life cycle project management while managing staff duties, timelines, and skills throughout award winning department.

- Oversees and mentors graphic design staff while providing direction with an end goal of representing the concept visually
- Lead designer for 2017 Annual conference
- Lead web and graphic designer for 2017 company rebranding
- Works directly with internal departments to set marketing timelines and objectives within budget
- Coordinates projects and assign roles to additional parties
- Manages projects from start to finish throughout the creative department
- Budget administration

SENIOR GRAPHIC DESIGNER *Sycamore, IL*

MorningStar Media Group 2012 - 2016

Responsible for developing aesthetic design principles aligning with client brand standards, to implement in both digital and print marketing materials. Obtained leadership role on multiple projects including app development and web design.

- Generates web designs, wireframes, digital publications, magazines, social media campaigns, mailers, bus ads, and more
- Serves a diverse customer base with a focus on clients in the financial services and healthcare industries
- Meets with clients to discuss design needs and objectives, while maintaining ongoing communication throughout project
- Coordinates with sales and web development teams to set project goals and meet deadlines while defining and overcoming working constraints
- Organizes and directs design team on multiple projects simultaneously
- Works autonomously on independent projects to determine probable costs and feasibility for design and development teams

GRAPHIC DESIGNER *DeKalb, IL*

Jack Olson Gallery, NIU School of Visual Arts 2011 - 2012

Produced exceptional designs and strong presentations to support brand image.

- Provided support to production print department
- Incorporated brand standards across social media platforms

PROFESSIONAL AFFILIATIONS & AWARDS

AIGA Chicago Mentor Program; Volunteer Mentor Spring 2018

GDUSA In-House Design Award 2018

DeKalb Epilepsy Foundation Board Member 2014 - 2016

DeKalb Chamber of Commerce's Leadership Academy Graduate 2013

NCMPR National Conference Judge 2012