



Laura Torres

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SOFTWARE SKILLS

ADOBE CREATIVE CLOUD

Photoshop
Illustrator
Indesign
Lightroom
Premiere Pro
After Effects

WEB DEVELOPMENT & DESIGN

HTML, CSS, Java Script
PHP
HTML 5

UX|UI DESIGN

Adobe XD
Invision
Figma
Sketch

EDUCATION

The University of Akron | 2019 - 2021

Bachelor of Fine Art (BFA) - Graphic Design

Cuyahoga Community College | 2014 - 2017

Political Science
Business & Finances
Visual Design & Communications

Cleveland State University | 2008 - 2012

Business Managements

LANGUAGES

English | Spanish

EXPERIENCE

Graphic Designer with over four years of experience.

Collaborating with the marketing & sales team in order to provide the company with visuals of the highest quality. Successfully managed and coordinated graphic design, web development, UX / UI design and engineering projects from concept through completion

- Work closely with clients to create vision, conceive designs, set up structure and consistently meet deadlines and requirements for project execution
- Effectively build, motivate, and direct design and production teams. Coordinate freelance projects, consultants and vendors to meet all project requirements
- Create and conduct highly persuasive and marketing presentations for Hillcrest Foods Service Co. Expertly convert features to benefits to achieve client objectives
- Collaborated with all operational, strategic, and administrative objectives in order to take the company's brand to the next level

INVOLVEMENT

- Instrumental in branding, creative direction, art direction and design
- Collaboration, execution and production of marketing projects, promotional materials (video, photography, graphic & website design, copywriting and audio/visual needs
- Develop artwork and layout for print and digital signage, banners, posters, publications and print collateral Serve as art director for all key projects and events
- Proposed and implemented new site content architecture and navigation scheme for company website redesign
- Provided competitive market analysis on the site and proposed suggestions to the design and available functionality