



Laura Michele Anderson

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Employment

Marketing Design Group 06/07 - present

Senior Graphic Designer

Responsible for concept and creation of advertising campaigns for numerous clients. Projects include: e-blasts, direct mail, magazine ads, signage, booklets and brochures.

College Loan Corporation 12/05 - 06/07

Senior Graphic Designer

Responsible for creating and maintaining multiple brand identities for College Loan Corporation as well as providing print and web services for partnered colleges and universities across the United States. Projects include: posters, brochures, folders, postcards, e-blasts and web banners.

Procter and Gamble / Graham Webb division 7/02 - 11/05

Graphic Designer

Responsible for creating and maintaining international brand identity for the Back to Basics hair care line. Projects include: packaging, national magazine ads, brochures, in-store displays, banners, illustrations, posters and photoshoots.

Coleman College 8/04 - 12/04

Portfolio Design Instructor

Conducted 4-hour class on a weekly basis dedicated to portfolio design, layout and presentation.

San Diego Natural History Museum 2/02 - 5/02

Junior Designer

Created educational brochures, advertising pieces and signage for the Museum.

California Institute of Traffic Safety 11/01 - 6/02

Graphic Designer

Responsible for creating educational brochures and charts used in presentations and seminars given by law enforcement and state officials.

Freelance Clients:

Marika Inc.

Eufora

Shilla Design Studio

Related Experience:

Attendee - Print Week 2005/06, How Design Conference 2004, AIGA San Diego

Y Conference 2001-2005

Education

B.A. Degree in Applied Arts and Sciences with an Emphasis in Graphic Design

San Diego State University - Degree Awarded 5/02

Associate of Arts Degree, Graphic Design

El Camino College - Degree Awarded 2/00

Residential Summer School

Trinity College, Dublin, Ireland - Institute of Irish Studies 06/96

Computer Programs

Illustrator

Flash

QuarkXPress

Streamline

FreeHand

Photoshop

Dreamweaver

Office

InDesign