

DESIGNS.LAURKASS@GMAIL.COM
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LAURA KASSIN

EDUCATION

Monmouth University, West Long Branch, NJ
BFA in Design and Animation with a concentration in Graphic and Interactive Design
Graduation: May 2021
GPA: 3.7 / Dean's List

Relevant Coursework

Digital Illustration, Digital Imaging, Motion Graphics, Typography, UX/UI, Principals of Marketing, Principles of Advertising, Consumer Business

ACCOMPLISHMENTS

Originality and Creativity Award
Magna Cum Laude

SKILLS

Adobe Creative Suite:
Illustrator, Photoshop, InDesign, Acrobat, Premiere, After Effects, Lightroom, XD, Dreamweaver

Microsoft Office Suite:
Word, Excel, PowerPoint

Social Media Management

Mailchimp

Spanish-fluent

SUMMARY

Creative and hard-working graphic designer with experience in multi-tasking in fast-paced environments; excellent problem-solving skills with ability to quickly learn and apply new techniques and software. A diligent designer dedicated in providing creative and innovated design expertise with excellent time management for any project; experience in UI/UX design, packaging design, and in development of promotional materials for marketing campaigns, advertising and original brand identity.

PROFESSIONAL EXPERIENCE

Jersey Shore Film Festival Ocean, NJ

July 2020–August 2020

Marketing Assistant/ Graphic Design Intern

Logo design for company's rebrand; social media posts and advertisement design on all platforms; generation of email blasts for promotion of films; assistance with creation of marketing plans and strategies based on the desired targeted audience for research and identification for potential merchandise.

CONSULTING DESIGN

Amazon Home Warranty

August 2018–present

Graphic Designer

Logo design for company rebrand; design of promotional materials including banners, brochures, and fliers; responsible for social media and email blasts; assistance in design and maintenance of company website.

Brand Partners Marketing Agency

August 2020–present

Graphic Designer

Promotional design work including brochure, contract, yard sign designs, and Powerpoint presentations.

Devin Pepler Photography

August 2019–present

Photo Album Designer

Design of wedding albums for clients; assist photographer with editing of photos and preparation for printing.

Stevie Doueck Script Writer

August 2020–present

Graphic Designer/ Personal Assistant

General design work, as needed, including book cover and packaging designs, as well as organization of Excel spreadsheets.