

Laura McDougall

GRAPHIC DESIGNER

www.lauramcdougall.com/portfolio

Contact Me

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| EXPERIENCE |

Laura McDougall Graphic Design • Brooklyn Park, Minnesota
Freelance Graphic Designer

- Established a customer base through marketing, referrals, and maintaining relationships with clients
- Design of complete corporate branding, marketing materials, logos, stationery ensembles, newsletters, brochures, signage, direct mail, packaging, stamps, pamphlets, newspaper advertisements, and more
- Production of products such as preparing files for print, printing, cutting, gluing, and assembly for final delivery
- Clients include: St. Jude Children's Research Hospital, St. Olaf College, Tri-City United ISD #2905, Rice County Historical Society, Budapest Semesters in Mathematics (BSM), Budapest Semesters in Mathematics Education (BSME), Loss Control Specialists, LeSuer-Henderson ISD #2397, among others

Stamats Communications, Inc. • Cedar Rapids, Iowa
Print Production Assistant

- Designed internal collateral for Stamats such as stationery and marketing materials for their nationwide webinars and seminars
- Worked with other designers on print projects overseeing the technical aspects of client files ensuring overall document quality
- Assisted senior designers with their designs, adding touches to their work
- Prepared all files for printing
- Made preliminary mock-ups of all jobs for client review
- Made all edits (both typographically and design) to all files for client review
- Involved in committees such as the 'Starfish' and 'Bravo Awards' where a team would review peer nominations for outstanding dedication and work within the company, planning monthly meetings and a yearly event to celebrate both individuals and the companies' achievements for the year

Pearson Educational Measurement • Iowa City, Iowa
Content Support Artist/Forms Designer

- Created artwork (freehand and Adobe suite) for nationwide K-12 standardized testing in all subject areas
- Worked in Microsoft Word software to arrange artwork in correct format for test pages
- Revised and recreated existing artwork to fit needs and specifications of projects
- Formatted and designed standardized test booklets, answer sheets and manuals for K-12 schools in various states
- Prepared files for print

Vomela Specialty Company • Saint Paul, Minnesota
OEM Designer

- Worked in a team-oriented environment designing the outside graphics for the recreational vehicle (RV) industry
- Designed logos and legends for RVs and RV industry use
- Created promotional material for our customers' use such as buttons and stickers
- Set up print templates for printers
- Recreated logos and artwork given to us for reproduction

| EDUCATION |

Bachelor of Science Degree in Graphic Design
The Art Institutes International Minnesota

June 2001 –
Present

May 2007 –
March 2009

October 2005 –
February 2007

December 2004 –
August 2005

June 2004