

# laura morrison pibel

I'm interested in the relationship between communication and art to promote community and education using a variety of different innovative media forms.

## EXPERIENCE

**MAY 2018 - PRESENT**

### **Graphic Designer**

**One Ton Creative Design Group**

Created print-ready materials such as business cards, letterheads, flyers, merchandise, and brochures.

Developed social media campaign content with strong attention to grammatical errors.

Maintained constant communication with clients to ensure transparency on projects' progress.

**SEPTEMBER 2017 - DECEMBER 2017**

### **Graphic Design and Digital Media Intern**

**College of Natural Sciences at Colorado State University**

Collaborated with the Director of Communications and department directors to ensure projects were accurate and consistent with the department's messaging.

Balanced multiple projects at a time by prioritizing work based on deadlines, the length of the projects, and the necessary items needed to complete the projects.

**JUNE 2016 - MAY 2017**

### **Deputy Director of Graphic Design/Webmaster**

**Associated Students at Colorado State University**

Created marketing materials for print, online materials, logos, and merchandise.

Set up a system for processing project requests that increased the Marketing department's efficiency and assisted clients on their role in the design process.

Strategized with the University's Director of Marketing on innovative ways to communicate with the student body with attention to the needs of diverse populations.

**JANUARY 2015 - MAY 2016**

### **Market Research Coordinator/Event Programmer**

**RamEvents at Campus Activities**

Responsible for programming large and small-scale events for a community of 28,000 students at CSU.

Utilized research and assessment methods to highlight the value of RamEvents programs in relation to Social Justice and Diversity values by analyzing and interpreting data.

Identified needs of CSU students through a variety of assessment methods, including program evaluations, focus groups, interviews, and trends surveys.

## ACTIVITIES

**AUGUST 2016 - APRIL 2017**

### **Site Leader**

**Alternative Spring Breaks at Colorado State University**

Planned and led a group of students to Austin, Texas to learn about the issue of education with intersections such as race, migrant status, and poverty.

Facilitated group discussions to reflect critically on information, experiences, and current issues.

Managed a budget of \$12,000 for ten people over the course of the trip week.

## EDUCATION

**AUGUST 2014 - DECEMBER 2017**

### **Colorado State University** **Bachelor of Fine Arts (B.F.A.)**

Fort Collins, Colorado  
Graphic Design and Electronic Art  
Minor in Ethnic Studies

## PROFILE

Strong attention to detail in design, research, and writing aspects.

Communication skills with diverse populations through facilitation of focus groups, surveys, community volunteering.

Prioritized people-based design practices through collaboration, feedback, and evaluations.

## SKILLS

Typography	HTML/CSS
Photography	Javascript/JS
Logo Design	UX/UI
Copywriting	Market Research

## SOFTWARE

Illustrator	Lightroom
Photoshop	MS Office
Premiere Pro	Keynote
InDesign	Google Docs
Animate	Wordpress
AfterEffects	Processing
Dreamweaver	Constant Contact
Fireworks	Mail Chimp

## AWARDS

**DECEMBER 2017**

### **Graduation, Cum Laude**

College of Liberal Arts at Colorado State University

**DECEMBER 2016, MAY 2017**

### **Electronic Art Showcase**

The Department of Art and Art History at Colorado State

**APRIL 2016**

### **Student Art Showcase**

The Department of Art and Art History at Colorado State

**AUGUST 2014 - DECEMBER 2017**

### **Creative and Performing Arts Award**

The Department of Art and Art History at Colorado State University

## CONTACT

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