

# LAURIE MCMURRAY

## Graphic Designer

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### EXPERIENCE

#### Advertising Creative Designer

Hearst: Local Edge (07.2021 – Present)

Strengthen client and in-house branding with custom static and animated display ads, social media posts, gifs, email marketing campaigns, web designs, and cinemagraphs. Articulate communication with clients, sales representatives and cross-departments. Adaptable and resourceful in the face of new design challenges and multiple deadlines.

#### Freelance Graphic Designer

(01.2018 – Present)

Generate original graphics for apparel, print materials, social media, digital applications, and custom style sheets.

#### Graphic Design Intern

The Copy Store, Buffalo, NY (02.2021 – 04.2021)

Developed custom assets for marketing campaigns and branding packages.

#### President

The Visual Arts Board, Buffalo, NY (09.2018 - 05.2021)

Facilitated artist lectures, workshops, student exhibitions, and museum trips to expand creative resources and provide networking opportunities.

#### Student Liaison

American Advertising Federation, Buffalo, NY  
(07.2020 - 06.2021)

#### Student Ambassador

Buffalo State College, Buffalo, NY  
(05.2020 - 06.2021)

#### Vendor Manager

Hyatt's All Things Creative, Buffalo, NY  
(06.2012 - 04.2017)

### EDUCATION

#### Bachelor of Fine Arts in Communication Design

Buffalo State College, Dean's List, GPA 3.74 (05.2021)

#### Bachelor of Fine Arts in Media Study/Production

University at Buffalo, Dean's List (05.2012)

#### Associate of Science in Communication Arts

Erie Community College, Dean's List (05.2010)

### SKILLS & TOOLS

#### DESIGN

Display Advertisements, Email Marketing, Social Media, Cinemagraphs, Art Direction, Typography, and Copywriting

#### SOFTWARE

Adobe InDesign, Illustrator, and Photoshop, Mailjet, Creatopy, Duda, Blender, Unity, Microsoft Word, Powerpoint, Excel

#### OTHER

Video Editing, Gifs, ADA Compliance, Data Merging, Basic Knowledge of Wordpress, Html, and After Effects

### AWARDS & CERTIFICATIONS

#### 2021 Entrepreneurship in the Arts Certification

America's Small Business Development Center, NY (2021)

#### 2nd Place Award

American Advertising Federation Portfolio Review (2021)

#### Arts & Humanities Dean's Entrepreneurship Award

Buffalo State College (2021)

#### John J. Jauquet Student Award for Creative

Excellence in Graphic Design

Buffalo State College (2020)

### EXHIBITIONS

#### Spring 2021 Student Exhibition

Czurles-Nelson Gallery (2021)

#### Fall 2020 Student Exhibition

Czurles-Nelson Gallery (2020)

#### Senior Exhibition, 'Lady Like'

The Crucible Art Collective (2020)

#### Virtual Gallery 'The World As We Know It'

Curator/Virtual Gallery Designer

loremdesigns.com/vabgallery (2020)

#### Fashion Department Runway 'Voices'

Buffalo State College (2020)

#### Visual Arts Board 'Members Show'

Buffalo State College (2019)