

LAURIE MCMURRAY

Graphic Designer

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EXPERIENCE

Lecturer

Buffalo State University, Buffalo NY

(01.2023 – Present)

Develop and implement course material, as well as instruct and evaluate student work.

Advertising Creative Designer

Hearst: Local Edge, Buffalo NY

(07.2021 – Present)

Integrated marketing designer producing unique, custom logos, websites, emails, display, and social media advertisements for a wide range of clients. Adaptable and resourceful in the face of new design challenges and multiple deadlines.

Freelance Graphic Designer

(01.2018 – Present)

Generate original logos and supporting graphics for apparel, print materials, social media, web, and custom style sheets.

Graphic Design Intern

The Copy Store, Buffalo, NY

(02.2021 – 04.2021)

President

The Visual Arts Board, Buffalo, NY

(09.2018 - 05.2021)

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

Bachelor of Fine Arts in Media Study/Production

University at Buffalo

Associate of Science in Communication Arts

Erie Community College

SKILLS & TOOLS

DESIGN

Concept Generation, Art Direction, Typography, Website Design, Branding, Email Marketing, Social Media & Display Advertisement, Client Relationships, Copywriting, Image Optimization

SOFTWARE

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

OTHER

Video Editing, Gifs, ADA Compliance, Data Merges, Basic Knowledge of Wordpress, Html, CSS, 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 University (2021)

John J. Jauquet Student Award for Creative

Excellence in Graphic Design

Buffalo State University (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 University (2020)

Visual Arts Board 'Members Show'

Buffalo State University (2019)