

# 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.

#### IMS Web Creative Designer II

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, The Brief, 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)