

Sophia Laurel

Graphic Designer

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Objective

Graphic designer with an understanding of how to design across a variety of styles while also considering audience needs, production constraints, and marketing goals. Looking to further develop my research-based design process through full-time employment.

Experience

Freelance Logo Designer, TSA Student Organization at Embry Riddle

January 2024–February 2024

Expanded pre-existing mascot and color palette into brand identity concepts and logo design collaborating with newly established college student organization.

Delivered designs with completed mock-ups for print collateral such as stickers and buttons for members to represent themselves and spread club awareness.

Social Media Designer, Annual Student Exhibition at the Tweed Museum of Art

March 2023–April 2023

Elevated early brand direction concepts into graphic elements that would be used for designing the exhibit space.

Designed social media content used to inform and spread awareness of exhibit to students through advertisements, stories and give-aways.

Education

BFA in Graphic Design: Studio Art Emphasis, University of Minnesota Duluth

May 2025

Won exhibit design contest for 2023 Annual Student Exhibition as the social media designer on a student design team; implemented winning designs in the Tweed Museum.

Proficiencies

- Design Research
- Social Media Design
- Print Design
- Brand Identity
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Figma
- Keynote
- Microsoft Word
- Wordpress