

# laura pursel

[www.laurapursel.co](http://www.laurapursel.co)  
laura.pursel.rt@gmail.com

## [ Skills ]

Digital Design  
Print Design  
Logo Design  
Presentation Design  
Branding/Identity  
Social Media Campaigns  
Illustration  
Environmental/Event Design  
PR Collateral  
Photo Touchup  
Web Design  
Data Design  
Information Hierarchy  
Infographics  
Strategy Design  
Campaign Mapping  
UX/UI Mapping  
Public Speaking  
Collaboration  
Consulting  
Insights-driven Design  
Corporate Design Styles  
Heritage Brand Updates

## [ Experience ]

### **Good Grit Agency** – *Freelance Graphic Designer*

Remote | DECEMBER 2023 - MARCH 2023

Logo and brand refresh for client F.R.A.C. (Food Resource Action Center). Deliverables include Logo, Color Palette & Fonts for web and print, Brand Guideline Document, Templates: Email Signature, Business Card, Social Media Profile Photos, Letterhead, Powerpoint Presentation.

### **Ketchum** – *Freelance Associate Creative Director, Art*

Remote | JULY 2021 - JANUARY 2024

Initial web design for SCREENHate.org – The McCain Institute. Design directions for American Egg Board x The White House Easter Egg Roll, 2022. BECA (Black Executive CMO Alliance) PR box design, event signage, invitations and print collateral. Infographic design for Wells Fargo, Tostitos, and PineSol. Presentation and pitch design for AbbVie. Memorandum branding for Pfizer. E-Book design updates for Amazon B2B Machine Learning. Social media static post production for Ascension Healthcare, Zespri Kiwis, Libby's Vegetables, VOYAGER Crypto. Flyers for Braun razors vendor. Digital campaign design direction and storyboards for The National Chicken Council.

### **Amtrak** – *Licensed Vendor*

Washington, DC | DECEMBER 2023 - FEBRUARY 2024

Graphic Design consultant for National Branding & Marketing department working on print and digital assets (Logo and Livery Booklet) and defining and recording digital versions of physical paint swatches for Amtrak locomotive and consist colors. Worked with Amtrak contracted printer for production and delivery of swatches and print assets/quotes.

### **The Uplift Agency** – *Freelance Graphic Designer*

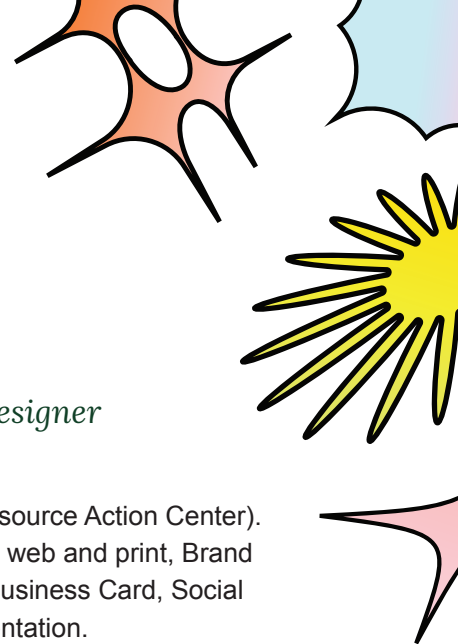
Remote | JUNE 2023 - NOVEMBER 2023

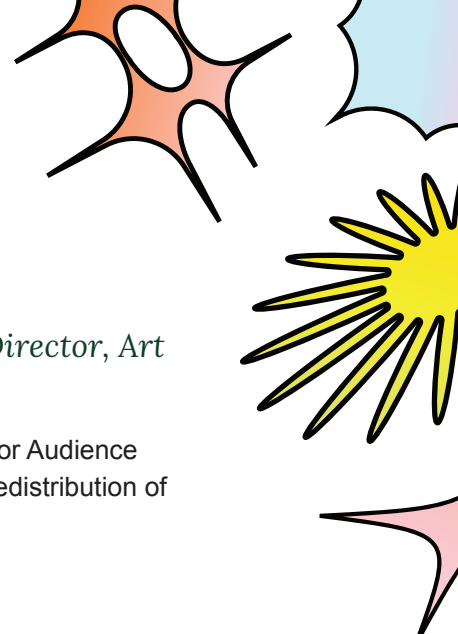
Event branding, design, and illustration for the Women's Peace and Humanitarian Fund Inaugural Gala 2023 (A United Nations and Civil Society Partnership). Presentation Design for Uplift agency needs (RFP, templates)

### **Rothy's** – *Temporary Graphic Designer*

Remote | JULY 2023 - NOVEMBER 2023

Email design for products, deals, and campaigns using Figma.





**Blue Cross Blue Shield, NC** – *Freelance Associate Creative Director, Art Remote* | AUGUST 2023 - SEPTEMBER 2023

Assisted Creative Director with concepting and branding campaign for Senior Audience experiencing a change in their policy– a statewide shift of policy #'s and a redistribution of insurance cards.

**Inscribe.ai** – *Freelance Visual Designer*  
Remote | MARCH 2023 - SEPTEMBER 2023

Banners, LinkedIn Posts and Presentation Design to support meetings, conferences, and workshops held for financial fraud technology education and exposure as well as generating new business.

**Badger & Winters** – *Freelance Art Director*  
Remote | JANUARY 2021 - JUNE 2021

Creative and strategic brand development for Target Owned Brands: Cat & Jack, Art Class, All In Motion, Sun Squad, Joy Lab, and 2 unreleased brands all used for consumer STIM testing. Internal C-suite and executive presentation design.

**WRTHY** – *Freelance Associate Creative Director, Art Remote* | APRIL 2020 - DECEMBER 2020

Art Direction and design of VOW Against Child Marriage social media campaign to raise 100k in funds on the week of International Day Of The Girl, 2020. Branded design #16toZero campaign movement for Better4Kenya participants during 16 Days of Activism, 2020, speaking out against gender-based violence.

**BBDO** – *Associate Creative Director, Art*  
New York, NY | DECEMBER 2019 - APRIL 2020

Creative direction for ExxonMobil North America (digital), with a focus on carbon capture, alternative biofuel production, and algae farming. Assisted peers on global campaigns for VISA (Tokyo Olympics), and FedEx.

**Code & Theory** – *Art Director, Visual Design*  
New York, NY | APRIL 2019 - SEPTEMBER 2019

Facebook Journalism Project - Storyboarding and Art Direction for 6 case study videos that championed facebook tools leveraged to amplify regional news stories onto a national level. Partners included The Philadelphia Inquirer, The Pulitzer Center, Mundo Hispanico and other prized journalists and publications. Small Branding Projects: MetLife, JP Morgan, Morton Salt, First Data.

**Droga5** – *Designer, Business Development*

New York, NY | SEPTEMBER 2017 - APRIL 2019

Business Development and operations design for all client contact (RFP, Creative Presentation and Pitches, Strategy Consulting), Executive and C-suite needs (TedTalks, large scale conferences, board meetings, investor reviews, client reviews), as well as internal marketing for operations departments and employees (Black History Month posters, Mental Health Awareness Month branding and event print materials). Consumer/Customer Journey Mapping design for RIMOWA, advertising campaign contact mapping for Tourism Australia, IHOP, and Chase Bank. Branding project for Perksy client.

**ISL** – *Junior Designer*

Washington, DC | SEPTEMBER 2016 - JULY 2017

Graphic design, web design, set design/styling, experiential marketing, brand activations, illustration, art direction, and photography. Lead 3 social content accounts: ideated, pitched, planned, and executed photoshoots for branded social content and followed up with post production. Clients: Capital One x SXSW, Volkswagen, Dell/EMC, Angry Orchard, Twisted Tea, World Bank, IDEO, Kroger, Prestige Brands.

**Amtrak** – *National Branding and Marketing Intern*

Washington, DC | AUGUST 2015 - JANUARY 2016

Design and production for National Marketing & Branding Department: print ads, bus liveries, merchandise, calendars, state-route logo designs for proposal, locomotive paint scheme. Design and development of the Amtrak Logo and Livery Guide. Design and production of P42 Wooden Railway and Acela toy trains.

