

LAURA BODEN

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VIEW PORTFOLIO AT LBODEN.COM

WORK EXPERIENCE

ART DIRECTOR/MARKETING MANAGER - IOWA ROTOCAST PLASTICS, INC.

Created and oversaw brand guidelines, including consistency in company colors, logo, fonts and overall graphic style for the organization. Designed and produced all company advertisements, both digital and print, for multiple online publications and print magazines. Created overall layout and visual look for the 2018 relaunch of the IRP website. Personally designed over 15 company and brand-specific catalog designs, including the main company catalog and venue design portfolio. Brand specific catalogs were created by request for companies such as Anheuser-Busch, MillerCoors, PepsiCo., and Gatorade.

Project managed and designed multiple large scale proposals for stadiums, such as the Milwaukee Bucks' Fiserv Forum. IRP received the entire bid to outfit this stadium, and the proposal package was cited as one of the main influences.

Promoted to additional position of Marketing Manager, while retaining Art Director duties, which including overseeing department employees including reviews, time cards, and hiring. [2016 - 2019, left due to family relocation]

GRAPHIC DESIGNER/MARKETING - IOWA ROTOCAST PLASTICS, INC.

Designed catalogs, flyers, and product packaging under direction, but utilizing original designs. Eventually took over company catalog creation and advertising design, eventually being promoted to Art Director. [2015 - 2016]

GRAPHIC DESIGNER - KOLOR GRAPHICS

Pre-press work consisting of setting up and configuring supplied graphic files for print from multiple companies. Created custom artwork and designs for multiple companies and formats. Assisted in flyer creation as needed. [2014-2015]

DIGITAL MEDIA DESIGNER II - GANNETT IMAGING and AD DESIGN CENTER

Along with the duties required as a standard Digital Media Designer, this position involved creating high-end Adobe Edge HTML5 advertisements that required advanced design skills. This often involved working within established brand guidelines to create national-level campaigns. [2014 - 2014]

FREELANCE - SELF EMPLOYED

Worked on multiple freelance design projects such as advertisements, brochures, business cards, logos, calendars, invitations, book design, and more. [2010 - Present]

DIGITAL MEDIA DESIGNER I - GANNETT IMAGING and AD DESIGN CENTER

Created animated and static advertisements for hundreds of large and small scale clients. Ads appeared on Gannett's newspaper websites across the country. Duties included recreating logos as vectors, branding, copy writing, editing and creating artwork, photo editing and more. [2010 - 2014]

EDUCATION

NORTHWEST MISSOURI STATE UNIVERSITY, 2010

B.S. MAJOR - INTERACTIVE DIGITAL MEDIA, NEW MEDIA

The study of graphic design, photography, advertising, scripting, animation, audio, video and web development in a field focused on advertising and journalism.

MINOR - VISUAL JOURNALISM

Photography and its position within the media. Focused primarily on taking and examining photographs suitable for journalism and other news sources.

SOFTWARE & SKILLS

TOOLS TO GET THE JOB DONE

- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE INDESIGN
- ADOBE CREATIVE SUITE/GENERAL
- BASIC HTML/CSS
- MICROSOFT SUITE
- MAC OS X & PC PROFICIENT