

Laurie Melissa Herschman

56 Forbes Street #3, Jamaica Plain, MA 02130

lhersch@gmail.com | 225.772.6009 | www.laurieherschman.com

Summary

- Versatile print designer with experience in design for non-profits
- Experienced in event branding
- Proven success in surpassing client expectations for professional process and client relationship, as well as for design products
- Trained in fine arts and mass communication to provide appealing and effective graphic design

Experience

Freelance Graphic Designer Jan 09-present

- Specializes in print design, including: Brochures, posters, flyers, postcards, invitations, stationery sets, and branding identities
- Adapts work to branding guidelines
- Liaises with clients via in-person meetings and e-mail/phone

America SCORES Chicago

Community Outreach Organizer/In-House Graphic Designer

Chicago, IL
Sep 07-Aug 08

- Designed print materials from verbal and written creative briefs, adhered to branding requirements
- Branded 1st annual fundraising event and designed event collateral
- Illustrated and designed set of greeting cards for organization use
- Updated Web content; wrote and edited newsletters and press releases
- Created and led youth and family programming, wrote and designed Parent and Community Outreach Manual

Boston University College of Communication

"Design in Communication" Teaching Assistant

Boston, MA
Sep 06-May 07

- Assisted professor to fine-tune design lesson plans
- Co-guided students through software tutorials
- Resolved students' questions about design principles and software

Ad Lab, Boston University

Art Director

Boston, MA
Sep-Dec 06

- Designed logo, letterhead, business cards, brochure, posters, and direct mail for client: Special Olympics Torch Run, Massachusetts
- Liaised with client to meet their needs

XDesign

Copy and Design Intern, summer position

Baton Rouge, LA
May-Aug 06

- Designed advertisement for pre-existing campaign
- Designed rough draft logos
- Wrote copy for Xdesign's Web site and for client advertisement, brochure, and RFP
- Edited copy

Education

Boston University College of Communication

Bachelor of Science in Mass Communication, summa cum laude

Boston, MA
May 2007

Major: Mass communication with concentration in advertising; Minor: Art history

Travel

Long-term travel in Israel and Italy

Aug-Dec 08

- Harvested olives and grapes; assisted with shepherding; worked at hostel reception; sold guided tours
- Adapted to foreign lifestyles and learned local language
- Cultivated improvisation skills in response to unanticipated situations

Skills

Computer: Adobe Illustrator, Photoshop, and InDesign; working knowledge of Dreamweaver; Microsoft Word, Excel, Publisher and PowerPoint

Language: Intermediate Italian, beginning French