

# LAURA MCCAFFERTY

Graphic Designer/Photographer

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Cranberry Twp, PA 📍

www.LMDesignSolutions.com 🌐

## EDUCATION

*B.A. Graphic Design*

Certificate in Typography

**Robert Morris University**

2020–2024

Moon Township, PA

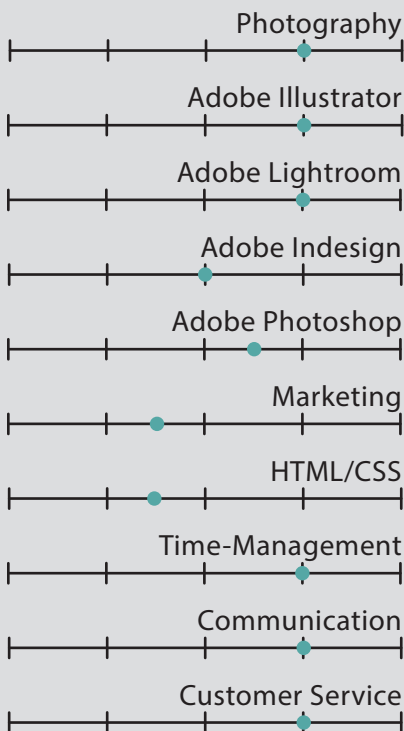
## APPLICABLE COURSES

ARTM 1870 Digital Photography

MARK 3900 Consumer Behavior

ARTM 2210 Intro to Web Design

## SKILLS



## PROFESSIONAL PROFILE

Highly motivated and creative graphic designer and freelance photographer with a Bachelor of Arts in Graphic Design, four years of experience, and strong technical skills in Adobe Photoshop, Illustrator, InDesign, and Lightroom. Seeking to utilize graphic design and photography skills in a hands-on manner. Open-minded and ready to learn and adapt to new environments. Enjoys many aspects of design and is excited to continue learning in this field.

## WORK EXPERIENCE

### Freelance Graphic Designer

#### *Self-Employed*

- Collaborate with clients to understand their needs and preferences.
- Revise and refine designs based on client feedback.
- Develop and present design concepts and to clients for approval.
- Create and design visual concepts for various projects, such as logos, posters, business cards, and social media graphics.

### Freelance Photographer

#### *Self-Employed*

- Take, select, edit, label, and sort photographs for print and online use.
- Use various photographic techniques and lighting equipment.
- Understand client needs and use software accordingly.
- Analyze and plan the composition of photographs to capture subjects in professional-quality photographs.

### Waitress

#### *Wings Suds & Spuds*

- Prepare checks, collect and process payments.
- Effective communication between customers, staff, and managers.
- Describe and recommend menu or merch items to customers.
- Follow health department regulations and company policies.
- Maintain a kind and energetic customer service experience.

## EXTRA CURRICULARS

- **Typography 2024 Conference in New York City**—June 2024
- **The National Society of Success and Leadership**—May 2024
- **AIGA Portfolio Review**—October 2023
- **Deans List**—3.7 GPA Spring 2024, 4.0 GPA Spring 2023
- **Sigma Kappa**—Sorority 2020–2024
  - Vice President of Philanthropic Service 2022–2023
  - Historian Chair and Triangle Correspondant Chair 2023–2024