

# LAURA ALSTON

lalston.com  
hello@lalston.com  
205.356.9716

Graphic Design  
Illustration  
Branding  
Copywriting  
Art Direction  
Pilates Instruction

Figma/FigJam  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe After Effects  
Adobe Acrobat  
Powerpoint/Keynote  
Procreate

Level Access Certifications (13)  
LinkedIn Skill Assessments (6)  
Fine Arts Honors & Awards (14)

## ● Club Pilates

Pilates Instructor · Dec 2023–Present

- Develop exercise flows for various fitness levels and class styles
- Lead Pilates classes across four studios
- Provide guidance and correction to 1-12 clients per class

## ● GoGuardian

Visual Designer · Oct 2021–July 2023

- Created print & digital deliverables across the GoGuardian products
- Crafted original illustrations and animations
- Provided creative updates to the visual evolution of the brands

## ● Friends Seminary School

Admissions Assistant · Sep–Oct 2021

- Acted as a primary point of contact for comments and inquiries
- Organized interviews, meetings, and informational presentations
- Updated and maintained records of applicants

## ● Madison Square Garden

Designer, Creative Services · Jan–Aug 2020

- Created print & digital deliverables across the MSG brands
- Produced style guides and decks for venues and events
- Contributed logo designs and creative updates to branding

## ● American Ballet Theatre (ABT)

Freelance Designer · Sept 2019

Marketing Intern · Jun–Aug 2019

- Designed marketing decks, invitations, and other assets
- Logged and updated pricing and customer data
- Compiled information and imagery for marketing use

## ● The New York Public Library

Access Services Page · Feb–Sept 2019

- Retrieved rare materials for the Research Division
- Maintained materials within the Special Collections
- Communicated with patrons to assist them in their research

## ● EXPLO at Yale University

Graphic Design Instructor · Jan–Aug 2018

Screenwriting Instructor · Jan–Aug 2018

- Crafted curriculum for courses at the high school level
- Taught two 90-minute classes, 5 days a week
- Organized and led a dance workshop

## ● Savannah Ballet Theatre (SBT)

Intern & Board Member · 2017–2018

Corps de Ballet Dancer · 2017–2018

- Designed programs and promotional materials
- Drafted statements for community outreach efforts
- Performed in SBT productions

## ● Savannah College of Art & Design (SCAD)

BFA, Graphic Design · Sept 2016–Aug 2019