

laura hersh

Web & Print Designer

Hi! I'm Laura. I'm a graphic designer specializing in web and print design, originally from Pennsylvania. To me, design is the combination of functionality, a good challenge, and lots and lots of research. I love a good challenge, so growing my career in Texas is just what I need.

education

Edinboro University
Edinboro, PA
BFA Applied Media Arts
Concentration in Graphic Design
Graduated with Honors in May 2014

activities

AIGA Edinboro Student Group
Vice President, 2013–2014
Member, 2012–2014


AIGA Pittsburgh Member
2012–present

Shawn Dumont Letterpress Workshop
Instructor, Collaborator, and Organizer
November 2012

wanna chat?

 Website
laurahersh.com

 Email
laura.e.hersh@gmail.com

 Phone
484.553.4445

design experience

Cotton Bureau, Submissions Assistant
May 2014 to present, Pittsburgh, PA
In charge of contacting designers and preparing all accepted designs for the site, from mockup creation to product information input

MAYA Design, Visual Design Intern
Summer 2014, Pittsburgh, PA
Responsible for the redesign of the printed case study overviews, helped create collateral for a web case study, took part in client projects, and learned about human-centered design

Chimera 11, Art Director
2013–2014, Edinboro, PA
Selected by faculty to co-art direct the design of the 11th volume of Edinboro's art and literature journal and worked closely with the managing editors on planning and production

Full Stop Interactive, Intern
Summer 2013, Pittsburgh, PA
Took part in client projects and their t-shirt side businesses which included United Pixelworkers, Pixelivery, and Cotton Bureau

Chimera 10, Promotions Designer
2012–2013, Edinboro, PA
Worked with a chosen team of design students to create the promotional and collateral materials for Edinboro's art and literature journal

Freelance, 2012–present
One Day Better, 2014
Designed the initial interface, provided content strategy and front-end development for a medical web application with another designer (now Crowdcuring)

Dietrich Wegner, 2013
Redesigned and developed a local artist's website as part of a team in an upper level university design elective

Erie Civitas' PHERN, 2013
Led a team of designers in creating a name, logo, and promotional map and pamphlet for a local group while in an upper level university design elective

achievements

Regional Student Addy Award
March 2015

Flux Design Student Competition
January 2015
Finalist in two categories, publication and packaging

Top Senior Design Portfolio
May 2014
Awarded Top Senior Portfolio out of the entire graduating design class by a jury of three alumni

6th Annual Senior Design Exhibition
May 2014
Awarded 2nd runner up for Best in Show for a body of work and Most Useful body of work, juried by Jeff Finley from Go Media of Cleveland, Oh

PGH 365 Selected Work Exhibition
March 2014

Michael V. Gmitter Scholarship Exhibition
March 2014
One of 13 senior art students selected to exhibit work in Edinboro University's Bruce Gallery as a finalist for a memorial scholarship

Chimera Volume 11
2013–2014
Chosen to be exhibited in the annual gallery show at the Erie Art Museum and published in the annual journal

Pittsburgh First Night Gallery Crawl
Chimera Exhibition
December 2013

Regional Student Addy Silver Award
March 2013