



Laura Schmaeler

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EDUCATION

University of San Francisco *Bachelor of Arts in Design*

May 2018

Honors: Magna Cum Laude, Dean's Honor
Roll Fall 2014–Spring 2018

SKILLS

Illustrator
InDesign
Photoshop
HTML & CSS
Javascript/P5.js
Python
Microsoft Office
Illustration
Animation
Photography
Logo/Brand Identity
Social Media

EXHIBITIONS

What's Next

SOMArts Cultural Center
San Francisco, CA
May 2018

Eudaimonia

USF Thacher Gallery
San Francisco, CA
May 2018–June 2018

ORGANIZATIONS

American Institute of Graphic Arts

AIGA Member and USF Chapter Vice
President, 2018

EXPERIENCE

Dyett & Bhatia

Oakland, CA

Graphic Designer/Marketing Coordinator

August 2019–Present

Coordinate and prepare marketing materials and proposals integrating information from multiple sources and previous firm projects. Maintain up-to-date firm resumes, project descriptions, and contact databases. Design and publish reports, newsletters, flyers, and large-format presentation boards integrating text, graphs, maps, and photos. Create various infographics and project logos. Create and manage websites for planning projects, as well as manage the company's website.

Modsy

San Francisco, CA

Redesign Specialist/Support Rep/Interior Designer

June 2017–August 2019

Utilized proprietary designer software to select colors and furnishings for room profiles and layouts, providing virtual interior designs aligned with customer style and color preferences. Researched home furnishings and decor to create and update virtual collections with state-of-the-art furniture and color palette while maintaining cohesive style. Recommended products from customers' designs and drive merchandise sales. Ensured customers' needs and requests are successfully captured in designs by creating a space that guarantees the customer's satisfaction. Collaborated with team members to consult on design and styling projects.

University of San Francisco

San Francisco, CA

Graphic Designer for the Office of Marketing Communications

August 2016–August 2017

Designed and managed all marketing materials (print and web) such as: publications, brochures, invitations, letterheads, posters, postcards, newsletters, and banner ads, for various USF-sponsored programs, events, and student/alumni associations, while maintaining the brand identity of the organization. Utilized design skills, excellent attention to detail, keen time management and communication skills, a robust willingness to collaborate, and the ability to help develop and effectively pitch creative concepts that appeal to a broad range of constituent groups.

Key Accomplishment: Designed digital/social media ads and promotions (Instagram, Facebook, Snapchat geo-filters), which resulted in doubling the attendance of the USF School of Management Open House Event from the previous year.

University of San Francisco

San Francisco, CA

Web Assistant for Web Services and Digital Communications

September 2015–August 2016

Provided design services for official university web pages and official email templates (in both WYSIWYG and HTML view). Created, edited, and updated web pages to maintain a branding system across a digital platform, as well as give users a better experience navigating through the website. Responded to client requests via email, provided troubleshooting and general customer service. Interfaced with campus offices to gather detailed information for site updates and email blasts. Edited images for web use, including cropping, resizing, and optimizing for low-file size.