

LAURA GABEL

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EXPERIENCE

Laura Gabel Design *Redondo Beach, CA · Oct. 2019 - Present*

FREELANCE GRAPHIC DESIGNER/ART DIRECTOR

I currently run my own graphic design and branding business. Work includes branding and logo design, web assets (newsletters, digital ads, video graphics, social graphics, app marketing, web page design, etc.) and print design. I am responsible for all project management, marketing and book keeping. Notable clients: Jillian Michaels, Mujen Spirits, Just Born Candy, Starwest Botanicals, and Goodfish among others.

Tone It Up *Manhattan Beach, CA · Nov. 2016 - Oct. 2019*

SENIOR GRAPHIC DESIGNER

While at Tone It Up, I grew from Junior Designer to Senior Designer. In that time, I was tasked with designing everything from print material (nutrition plans, journals, invitations, press kits, event signage + brand activations, artwork for equipment and apparel, etc.) to web assets (web pages, banners, digital ads, video graphics, social graphics, in-app assets, brand decks etc.). In addition to these responsibilities, I did food styling and photography, product photography, photo editing and retouching, and art direction. I was also responsible for managing a Junior Designer.

Kudu Creative *Easton, PA · July 2016 - Sept. 2016*

FREELANCE DESIGNER

Assisted owner/art director with additional graphic design needs including digital ads, print materials and layout design.

Liquid Interactive *Allentown, PA · Oct. 2015 - June 2016*

JUNIOR DESIGNER

Designed for responsive websites, mobile apps, and social campaigns. Created full desktop and mobile web pages, banner ads, social graphics, logos, presentations and apparel designs. Notable clients: Olympus Camera, Martin Guitar, OraSure, Mack Trucks, and Capital Blue Cross.

2Bhip Inc. *Emmaus, PA · Oct. 2014 - Oct. 2015*

CREATIVE ASSISTANT

In charge of photographing and editing merchandise images for web along with managing asset libraries and content creation.

EDUCATION

School of Media and Communication, *Temple University · May 2014*

BS IN ADVERTISING, ART DIRECTION

SKILLS

Adobe Creative Suite

PHOTOSHOP, INDESIGN, ILLUSTRATOR,
LIGHTROOM

Graphic Design + Art Direction

Print + Event Materials Design

Food + Product Photography

Logo Design

Photo Retouching

Microsoft Office

WORD, POWERPOINT