

Laura Krug

 laurakrugdesign@gmail.com

 laurakrugdesign.com

 Minneapolis, MN

Experience

Graphic Designer

Metre – Creative Agency

2021-Present

- Working on the creative team to conceptualize and execute ad campaigns for clients including Minnesota Parks and Trails, Hennepin County, Ramsey County, Amtrak, and Organic Valley.
- Work as a self-starter to manage multiple clients workloads, problem solve, art direction on monthly social campaigns, motion design, logo design, creating print layouts, presentation design, and copy writing.

Graphic Designer

Redeem Designs – Screen Printing and Apparel

2020-2021

- Designing original apparel in a fast-paced environment for screen printing and embroidery formats.
- Updating and adding content to the company website.
- Responding to clients with design proofs and feedback.

Social Media Manager, Journalist

Tiger Media Network – Campus Newspaper

2019-2021

- Strategizing and scheduling content on Wordpress, Facebook, Twitter, and Instagram.
- Managing content for social media accounts.
- Using photography and live reporting to write articles for TMN's online newspaper publication.
- Designing logos and broadcast graphics for TMN.

Education

Fort Hays State University

Bachelor of Fine Arts in Graphic Design

2018-2021

- Second place overall Junior Design Portfolio in the 2020 Leo Burnett Portfolio review.
- Undergraduate research project recognized at the 2020 College Art Conference (CAA).

Skills

Adobe Applications

Illustrator, Photoshop, InDesign, After Effects, XD, Premiere, and Lightroom.

Other Programs

Procreate, Figma, Cinema 4D, and PowerPoint.

Creative Skills

Photography, video editing, copy writing, social media marketing, and animation.

Volunteer

Founding member of the AIGA Minnesota Design Mentorship Program, and program volunteer from 2022 to 2024.

References available upon request.