



Laurel McPherson

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(510) 710-0261

✦ EDUCATION

School of the Art Institute of Chicago (BFA 2018)

Merit Scholarship Recipient

Bachelor of Fine Arts,
emphasis on Visual
Communication Design

✦ SKILLS

Experience with brand
and identity development,
information design, print and
editorial layouts, experimental
typography, web and UI/UX
design, marketing and social
media.

Studio art skills include
painting, drawing, and digital
illustration. Some experience
with DSLR photography.

Proficient in InDesign,
Illustrator, Photoshop, Sketch,
and XD. Some experience with
After Effects, Lightroom, Bridge,
and Premiere. Proficient with
Google and Microsoft Suites.

✦ WORK EXPERIENCE

Freelance Illustration

2018 – Present

Worked with a variety of clients to
create illustrations and designs used
for merchandise, social media, and
promotional campaigns.

MCD Partners

Designer

New York, NY
September 2021 – Present

Design Intern & Associate Designer

Chicago, IL & New York, NY
February 2019 – August 2021

Worked with creative team to
develop concepts and visuals
for clients. Projects include web
designs, animations, social and
email marketing campaigns, user
interface, and more.

Kivvit

Design Trainee

Chicago, IL • October – December 2018

Worked with in-house design team
at public relations firm creating
visual assets for clients including ad-
vertising, presentations, infograph-
ics, digital, web, illustrations,
banner campaigns, and brand
development.

Design Museum of Chicago

Graphic Design Intern

Chicago, IL • January - May 2018

Maintained gallery space, provided
customer service, designed promo-
tional materials for the museum,
helped with curation and installa-
tion of upcoming shows.

Enchroma, Inc.

Graphic Design Intern

Berkeley, CA • July 2017

Worked with design team
to help create graphics, photos, web
mockups and marketing images.

School of the Art Institute of Chicago

Photo Annex Lab Technician

Chicago, IL • January 2016 - May 2018

Provided customer service
and troubleshooting assistance
for students in the photography
department. Maintained order in
darkroom and lab facilities.