

Laura McCracken

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Qualification Summary

Freelance creative designer, specializing in advertising, branding, and front-end web design. Partners with development teams and business teams to provide design layout and graphical elements to facilitate completion of projects ahead of schedule. Creates modern interactive design for best user experience and user interface for websites and mobile applications. Develops front-end elements for company websites and ongoing website administration. Creative company branding and logo development, production art for print advertising, promotional large format signage, and customer-facing marketing graphics for online and print.

PC and Mac Software Competencies

Adobe Creative Suite CS6: Photoshop, Illustrator, InDesign, Dreamweaver (HTML, CSS, JavaScript, Responsive Web Design), Fireworks, After Effects, Acrobat, Image Ready, Flash 2D Animation | **Microsoft Office:** Word, Excel, PowerPoint, Access, SharePoint, FTP Clients

Education

Full Sail Real World Education - Winter Park, Florida
Graduated December 2000 - Associate Degree in Digital Media

Austin College - Sherman, Texas
Graduated May 1999 - Bachelor of Liberal Arts with major of Fine Art

Employment History

Freelance - Dallas, Texas

December 2000 - Present

Graphic Designer for Print and Web, Logo and Branding Designer, Front-End Website Developer, Social Media Administrator, UI / UX Designer for websites and mobile applications.

- Worked with development teams to produce visual branding for the unique needs of an Android mobile application user. Created the logo and branding for the app; produced all custom graphic elements, as well as designed a dynamic support website (for mobile and desktop) launched from the mobile app.
- Front-end development of websites, using HTML4, CSS3, JavaScript, and responsive web design.
- Launched social media campaigns for local businesses, resulting in growth in client growth and brand awareness.
- Created advertisements, brochures, signs, logos, branding and style guides for businesses.

Lane Gorman Trubitt, PLLC - Dallas, Texas

August 2010 – September 2012

Graphic Designer, Website Developer

- Maintained and developed all company websites, improving code, maintaining documents, and updating graphics. Implemented SEO to increase company's visibility online. Created new layout design for main website using JavaScript, JQuery, CSS, and HTML4.
- Developed company blog, created social media profiles, created HTML Emails, and enabled reporting of site analytics.
- Worked with the IT department to create new Employee Intranet, using CSS, JavaScript, HTML4, Photoshop, and Illustrator.
- Graphic design for marketing. Created new company logo, branding, brochures, proposals, magazine ads, signage, promotional materials, mailing campaigns, and various forms of printed and digital media.
- Won "Living the Vision" award in October 2011 for outstanding service, and recognized with award for helping the Young Professionals group win best YP Group in 2011

Freeman Companies - Dallas, Texas

May 2007 - May 2010

Graphic Designer

- Created tradeshow and convention graphics, themes, displays, and client booth graphics for nationwide shows for top brands and organizations. Worked with 3D designers and account executives to best represent the client's. Also created internal signage for company events and graphic layouts for proposals.

Freeman Companies - Dallas, Texas

July 2002 - May 2007

Assistant Webmaster

- Web Administrator and assistant webmaster. Maintained company web sites, extranet and intranet sites. Developed new company intranet for comprehensive HR and departmental employee-accessed information. Created HTML Emails for promotions and internal communications. Helped maintain employee data in Active Directory and Microsoft Access. Ran enterprise-wide reporting to track employee internet usage.