

# LAURA BETH DURAND

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## ABOUT ME

I am a 'Jill of all Trades' Visual Designer who has a fondness for witty puns, bright colors, and solving the design puzzle. Never one to shy away from a challenge, pick up an unfamiliar skill or a new learning experience. I am looking to bring my design talents to define a process, conceptualize, build a product, and untangle those pesky design problems.

## EXPERIENCE

- **Designer - CognitiveScale**  
// July 2018 - Present  
Concept, wireframe, iterate & design high-fidelity prototypes based on design objectives.  
Translate complex user & use case needs into an understandable & simple solution.  
Ensure compliance with design, brand, legal, accessibility standards & requirements.  
Aid in development & improvement of design processes, design system, standards & guidelines.  
Collaborate & iterate with developers and engineers to ensure that designs are feasible.  
Advocate for quality by upholding design best practices & participating in design QA.  
Resolve design & technical issues through user testing & extract the business & design needs.  
*Location: Austin, TX*
- **Graphic Artist - Whole Foods Market**  
// June 2016 - June 2018  
Create and manage marketing & signage ensuring adherence to brand standards.  
Partnerships with Regional Marketing teams to create custom signage for print & web.  
Production of in-house large format prints, vinyls, & illustration of chalks.  
Manage marketing budget, order & maintain supplies & equipment  
Self project management through the launch of multiple Global programs & marketing campaigns.  
Trained, onboarded & mentored new Graphic Artists in the Southwest Region.  
*Location: Austin, TX*
- **Office Management - Texas Legislative Service**  
// September 2012 - June 2016  
Management of accounts, troubleshoot site & accounts payable/receivable for 700+ clients accounts.  
Photo editing for roster books and web book imagery.  
Coordinate legislative training seminar, update & maintain state agency hearings  
*Location: Austin, TX*
- **Freelance Designer**  
// August 2010 - Present  
Creation of design, photography, hand-lettering, chalking, and miscellaneous projects.  
Clients and work include; SXSW (Intel), Galisteo Records, Highbeam Events,  
Texas Food & Wine Alliance, The Austin Symphony, and miscellaneous creative work  
*Location: Austin, TX*
- **Graphic Design Intern - Austin Woman Magazine**  
// 2010 - Spring Semester  
Assisted the Lead Designer with magazine spreads, proofing, layout, design and typography.  
Updated code line for online Events calendar using Dreamweaver.  
*Location: Austin, TX*

## EDUCATION

- Austin Community College - Austin, TX  
AAS, Graphic Design // 2013 - 2016
- Texas State University - San Marcos, TX  
BFA, Studio Art emphasis Fibers // 2007 - 2010
- Arizona State University - Tempe, AZ  
BFA, Art and Design // 2006 - 2007

## ORGANIZATIONS + ACTIVITIES

- Anti-Defamation League - GLI Co-Chair,  
ADL Austin Board, & Executive Committee (~ Dec. 2020)  
Austin Chapter // Fall 2016 - Present
- The American Institute of Graphic Arts [AIGA]  
Austin Chapter // Fall 2016 - Present
- Design Portfolio Reviewer, Guest Speaker  
Austin Community College // Fall 2016 - Present
- Chi Omega Fraternity  
Alpha Zeta Chapter // Fall 2007 - Spring 2010
- Texas State University Fine Arts &  
Communication Council of Scholars // 2011

## SKILLS

SKETCH	WIREFRAMING	HAND-LETTERING
ADOBE CREATIVE SUITE	INVISION/CRAFT	PHOTOGRAPHY
MICROSOFT OFFICE	PRINT PRODUCTION	PUNS

## INTERESTS

Yoga, hiking & weightlifting  
Gardening & growing vegetables on my tiny balcony  
Crafting, sewing, calligraphy, painting & drawing  
Traveling ~20 Countries