

LAUREN RUSHALSKI

Graphic Designer

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🔗 www.laurenrushalski.com

📍 Asbury Park, NJ

PROGRAMS & SKILLS

MAC & PC Proficient

Adobe CC

Canva

CorelDraw

Airtable

Google Drive

Microsoft Office

WordPress

EDUCATION

**MOUNT IDA COLLEGE
SCHOOL OF DESIGN – NEWTON, MA**

BACHELOR OF SCIENCE
Graphic Design & Marketing, 2015

ACTIVITIES

Volleyball, Photography, Food & Travel

WORK EXPERIENCE

WHITE STREET MEDIA | GRAPHIC DESIGNER

NOVEMBER 2018 • PRESENT – HYBRID • RED BANK, NJ

- Designs attention grabbing print and digital advertising for the Real Estate industry; post cards, open house fliers, brochures, business cards, personal branding, social media and email campaigns
- Work featured in CVS Pharmacy, billboards, corporate events, trade shows, open houses, B2C email, Facebook, YouTube, Instagram
- Manages project queue and meets deadlines
- Upholds corporate identities and brand standards for Advisors Mortgage Group and individual Real Estate companies
- Utilizes on trend design aspects to keep marketing pieces fresh
- Liaisons with clients over phone and email; creates personal touches to make their branding stand out

W & E BAUM | GRAPHIC DESIGNER

JULY 2016 • NOVEMBER 2018 – FREEHOLD, NJ

- Created project graphics and organized layouts for recognition walls, plaques and way-finding signage; American Heart Association, Alameda Health System Foundation, Oakwood Foundation, Georgia Gwinnett College
- Consulted with sales team to visualize customer ideas and keep within budget
- Performed retouching and manipulation of images for company website
- Company Representative for W&E Baum when going against other companies in project bids; Designs were selected four out of five times
- Created and managed all social media accounts; Facebook, Instagram, Pinterest

YES YOU CAN MARKETING | FREELANCE GRAPHIC DESIGNER

MAY 2015 • DECEMBER 2021 – REMOTE

- Created company branding guidelines for all marketing materials
- Prepared marketing materials and files for large scale trade show displays
- Designed email marketing templates in Constant Contact
- Trained companies in setting up and managing their social media accounts

BIG FROG CUSTOM T-SHIRTS & MORE | LEAD GRAPHIC DESIGNER

OCTOBER 2015 • MARCH 2016 – HOWELL, NJ

- Trained 3 employees on CorelDraw, in house machinery, customer service, and shop upkeep
- Create and prepare custom design files according to customer consultation
- Operated direct to garment printer, vinyl cutter, and heat press
- Created promotional materials and apparel mock-ups following brand guidelines