

# lauren rushalski

## GRAPHIC DESIGNER

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848.219.9837

www.laurenrushalski.com

## programs & skills

MAC & PC Proficient

Adobe CC:

InDesign • Illustrator • Photoshop

Microsoft Office:

Word • Excel • PowerPoint

Google Drive:

Documents • Sheets

Canva

Figma

CorelDraw

Airtable

WordPress

Wix

## 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 • NOVEMBER 2023 – HYBRID • RED BANK, NJ**

- Created eye-catching print and digital advertising for the Real Estate industry, including postcards, open house flyers, brochures, business cards, personal branding, social media, and email campaigns.
- Featured work in CVS Pharmacy, billboards, corporate events, trade shows, open houses, B2C email, Facebook, YouTube, and Instagram channels.
- Successfully managed work on the project queue and consistently met deadlines.
- Maintained corporate identities and brand standards for Advisors Mortgage Group and individual Real Estate companies.
- Incorporated trendy design elements to keep marketing pieces fresh.
- Provided client communication via phone and email, adding personal touches to make the clients 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.