

LAURA MOHRMAN

Creative Lead

CONTACT

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🌐 www.portfoliooflaurra.com

📍 Maple Shade, NJ

SKILLS

- Creative Strategy
- Branding & Visual Identity
- Packaging - CPGs
- UI/UX Design
- Content Creation
- Digital Marketing
- Photography

CERTIFICATES

Google AI

Google via Coursera | 2026

FreeCAD

Udemy | 2026

GitHub and Copilot

Udemy | 2025

Master Figma in 2025

Udemy | 2025

Vibe Coding Bootcamp

Udemy | 2025

Active Campaign L.1

ACAcademy | 2023

EDUCATION

Moore College of Art & Design

Bachelor's, Graphic Design | 2010

SUMMARY

Creative Lead and Full-Stack Designer with 20+ years of experience creating brands, packaging, environmental graphics, UI/UX experiences, and marketing campaigns. Combining traditional design expertise with emerging AI technologies, advanced vector illustration, and production knowledge to bring ideas from concept to execution across print and digital media.

EXPERIENCE

2025 - Graphic Designer

Present

MJ Corp | Cinnaminson, NJ

Translate detailed site surveys into custom vector artwork and print-ready assets utilizing AI generated references.

- Develop signage, vehicle wraps, wayfinding systems, packaging
- Manage projects from concept through revisions to final
- Prepare fabrication-ready files using Adobe Creative Suite, FlexiSign, and sign-production expertise

2022 - Creative Lead

2025

Food Sciences Corporation | Mt. Laurel, NJ

Directed brand development, packaging, and marketing initiatives for FDA/USDA-compliant consumer products.

- Launched the Biocare brand, generating \$750K in first-year sales
- Led email, photography, and collateral projects across five brands
- Oversaw UI/UX initiatives and cross-functional projects

2021 - Online Marketing Manager

2022

Sonu Media | West Berlin, NJ

Produced social content and blogs for client products including HBO, DIRECTV, and Samsung.

- Designed integrated print and digital campaigns
- Wrote SEO content and optimized websites with WordPress
- Analyzed campaign performance to inform strategy

2015 - Project Manager & Graphic Designer

2020

Precision Glass Tint & Signs | Tabernacle, NJ

Oversaw branding projects from consultation through installation.

- Estimates, surveys, scheduling, design, production, installation
- Designed and produced independently using Adobe CC and Flexi
- Maintained strong client relationships

*Extended resume and references available upon request