

# LAURA MOHRMAN | FULL STACK GRAPHIC DESIGNER

Maple Shade, NJ 08052 | 215-460-6314 | plantsbylaura@gmail.com | portfoliooflaura.com

Laura Mohrman is a full-stack designer with over 20 years of experience delivering strategic brand storytelling across digital and print. With a sharp eye for visual identity, a user-first mindset, and meticulous fine art skills connecting beauty with business results, Laura is a thoughtful collaborator and organized independent worker. Having led creative projects for brands in wellness, lifestyle, and CPG sectors, she thrives at the intersection of aesthetics and innovation, including recent work leveraging generative AI tools for ideation and execution. Laura is a lifelong learner who actively pursues continuing education to stay on the leading edge of design thinking, UX strategy, and emerging technologies.

## SKILLS

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

## SOFTWARE

- Adobe Creative Suite
- Microsoft Office
- Canva
- Generative AI
- Figma
- FlexiSign
- VersaWorks
- Hubspot
- Marketo
- Mailchimp
- Active Campaign
- Klaviyo
- WordPress
- GitHub
- FreeCAD

## EDUCATION

### Moore College of Art & Design

Philadelphia, PA

BFA Graphic Design | 5/10

w/ Full marketing internship

-Focus on web design

### Art Institute of Philadelphia

Philadelphia, PA

Animation & Graphic Design

2003 - 2006

## EXPERIENCE

### Graphic Designer

*MJ Corp – Cinnaminson, NJ | 7/25–Present*

Environmental design for a variety of businesses and schools.

Packaging for CPGs. Using FlexiSign, Adobe CC, Midjourney, FreeCAD.

### Creative Lead and Senior Graphic Designer

*Food Sciences Corporation – Mt. Laurel, NJ | 3/22–3/25*

Led design and branding across multiple FDA/USDA-compliant consumer brands. Launched Biocare brand which saw \$750k in the first year. Sole designer for print, digital, and packaging deliverables.

- Developed CPGs from concept to pre-press
- Created B2B/B2C marketing assets for ecommerce with Adobe CC
- Oversaw UI/UX design of 3 apps in Figma, email marketing, content creation, photography shoots, managed creative for five brands

### Online Marketing Manager and Graphic Designer

*Sonu Media – West Berlin, NJ | 10/21–3/22*

Designed and optimized marketing materials for clients like HBO, DIRECTV and Samsung. Increased lead generation with social and ad brand awareness campaigns. Used Adobe Creative Suite.

- Created web and print materials aligned with brand guidelines
- Created and maintained social media assets and calendar
- Wrote SEO-driven articles
- Optimized content via WordPress & Yoast
- Reported on campaign metrics to drive design direction

### Senior Graphic Designer

*Fast Signs – Maple Shade, NJ | 12/20–6/21*

Designed custom visuals for various clients such as Amazon, Dunkin', and Virtua Health across apparel, signage, and vehicles.

Used Adobe CS and FlexiSign.

### Project Manager and Graphic Designer

*Precision Glass Tint & Signs – Tabernacle, NJ | 6/15–4/20*

Oversaw sign design/production from client pitch through installation.

Used Adobe Creative Suite, FlexiSign and Quickbooks.

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## SELECT CLIENTS

- Sanrio
- Amazon
- Dunkin'
- DIRECTV
- SiriusXM
- HBO
- Virtua Health
- Comcast

## CERTIFICATIONS

### FreeCAD

Udemy | 1/26

### GitHub and Copilot

Udemy | 6/25

### Master Figma in 2025

Udemy | 5/25

### Vibe Coding Bootcamp

Udemy | 5/25

### Active Campaign L.1

AC Academy | 9/23

### Prompt Engineering for ChatGPT

Udemy | 7/23

### Rowan College of South Jersey

Digital Marketing Certificate | 6/23

### Midjourney Mastery

Udemy | 2/23

### Yoast SEO

Yoast Academy | 11/21

### Motion Graphics Certified

Adobe After Effects Training

Fast Signs Corporate | 3/21

### HTML & CSS

Atlantic Cape Comm. College | 5/25

### Google Analytics IQ

Google | 12/23

### Instagram Marketing

Udemy | '18 initially, renewed '19, '20, '21 and '23

## EXPERIENCE (CONT.)

### Graphic Designer (Sole, Full Time Temp)

Designer Wraps – Millville, NJ | 3/15–7/15

Consulted with clients and created high-end vehicle designs for fleets and collectors. Used FlexiSign and Adobe Creative Suite.

### Graphic Designer (Sole, Full Time Temp)

Spectrum Marketing Communications – Cherry Hill, NJ | 8/14–3/15

Sole Graphic Designer for four (4) companies under one roof-Spectrum Marketing, PricelessImprinters.com, Number 1 Awards, and BTC Envelopes. Custom imprinted file setup for a variety of print processes such as screen, embroidery, digital, pad, offset etc. Used Adobe CS.

### Project Manager and Graphic Designer (Sole, Full Time Temp)

Superior Printing – Upper Darby, PA | 1/14–8/14

Managed and produced digital printing for a busy print shop. Custom printing services for clients such as Comcast and Lions Gate. Used Adobe CC and multiple brands of digital printers. Assisted with 2-color offset print production.

### Packaging Production Artist (Sole, Full Time Temp)

Frankford Candy – Philadelphia, PA | 1/13–10/13

Provided exceptional production and craft skills, creating hundreds of top quality samples for Target, Walmart, K-mart, etc. Met and exceeded all project requirements and deadlines. Design duties performed as needed from licensed style guide artwork such as Disney, Marvel, Sanrio, etc.

### General Manager/Lead Graphic Designer/Project Manager

Signs By Tomorrow Franchise – Marlton, NJ | 8/11–8/12

Hired as graphic designer and promoted to GM after 4 months. Was responsible for all aspects of company. Oversaw projects from conception to installation. Used Adobe CS, FlexiSign and QuickBooks.

- Envisioned unique advertising strategies
- Consultations in-store and on-site/estimates and pricing
- Designed all artwork required for industry-standard sign-making
- Utilized strong typography and artistic skills
- Supply ordering and inventory
- Practiced ethical business on a daily basis independently

### Copy Center Lead

Staples Copy Center – Cherry Hill, NJ | 1/08–8/11

Responsible for ensuring copy center functioned to corporate standards. Provided leadership to staff, order QC, placed supply orders according to regional P&L, implemented seasonal signage, attended regular management meetings.