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laura bosscher

EDUCATION

Kendall College of Art and Design

12/17 | Grand Rapids, Michigan

BFA | Graphic Design

Minor | Illustration

WORK // EXPERIENCE

Fairbanks Brand Studio

2/18 - Present | Art Director + Designer

Developed a multidisciplinary agency alongside of Creative and Communications Director in Fairbanks, Alaska with multiple artists, local and state-wide businesses. Created brand identity, products and campaigns for University of Alaska Fairbanks, the Downtown Association, Chamber of Commerce, Black Spruce Brewing Co, and many more. Developed logo, designs, and learned to screen print for our in-house brand, FBX MADE. Managed social media events, stories and posts for all in-house brands.

Kendall College of Art and Design

10/16 - 12/17 | Graphic Design Intern

Worked under project manager on a wide variety of print and digital projects including booklets, invitations, envelopes, posters, facility banners, advertisements, swag items and copywriting. Utilized creativity within a cohesive University brand identity. Also provided design services for the Grand Rapids Art Museum (GRAM), the Urban Institute of Contemporary Arts (UICA), and the Wege Prize Foundation. Developed branding and campaign pieces for #madeit2kcad and National Portfolio Day.

SKILLS // SOFTWARE

Adobe CC 2021: Illustrator, InDesign, After Effects, Photoshop, Lightroom, Premiere Pro
Skills: Illustration, Logo Development, Brand Identity, Layout Design, Copywriting, Photography, Video Editing, Motion Graphics, UX Design, Social Media Management.

WORK // EXPERIENCE

International Society of Experimental Artists

8/16 - Present | Graphic Designer

Designer of annual awards publications. Developed branding identity system to work cohesively with previous logo and work independently and remotely with the President of the organization.

Well Design Studio

8/16 - 9/16 | Graphic Designer

Worked directly alongside founder and creative director, design team, and clients of primarily non-profit organizations. Tasks included creating print and digital promotional pieces for cohesive brands, researching pricing for merchandise, and developing logo and branding identity system for Public Thread and Beer:30.

AWARDS

KCAD Excellence Award

5/18 | Graphic Design

National Addy Awards

6/17 | ABC's for Designer's, Gold

District Addy Awards

3/17 | ABC's for Designer's, Gold

Regional Addy Awards

2/18 | GR Comic-Con, Gold

2/18 | From Tradition to Innovation: A Hand Study, Bronze

2/18 | Lamb Bride Publication, Juror's Award, Gold

2/17 | ABC's for Designer's, Juror's Award, Gold

2/17 | BaxterBoo Integrated Campaign, Bronze

FSU Business Symposium

5/15 | Grand Prize Winner of Emerging Artist