



LAURASARRÍA

multimedia

CONTACT

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EDUCATION

Bachelor of Fine Art in Integrated Art + Design

East Stroudsburg University | 3.83

Associates Degree in

Communication Design, Print/Web

Northampton Community College |

3.88

SKILLS

Technical skills and knowledge of

Adobe Creative Suite Softwares:

Photoshop | Illustrator | InDesign |

Lightroom | Premiere Pro | XD

Also skillfull in Adobe Sketch, Adobe Draw and Procreate.

Ability to:

Design logos, layouts and websites.

Paint and **illustrate**.

Capture and edit **photographs** and **video**.

Knowledge in **HTML** and **CSS**. Can develop a static and responsive website.

Bilingual in English and Spanish

PROFESSIONAL PROFILE

High-level visual designer with a strive desire to communicate through art and design. Demonstrates time **management**, **commitment** and **dedication**.

HONORS

Dean's Honor List | East Stroudsburg University (2018-2020)

Dean's Honor List | Northampton Community College (2015-2018)

Member of Phi Theta Kappa | Northampton Community College (2015-2017)

Athletic Director Honor Roll | Northampton Community College (2015-2017)

WORK EXPERIENCE

Posture Interactive Scranton, Pennsylvania

Graphic Designer - Internship

February 2020 - Present

Townsquare Interactive New York City / Charlotte, North Carolina

Quality Assurance Specialist - Full Time

January 2017 – December 2019

- Ensuring the quality of websites by confirming the site is clear from functionality, visibility, responsiveness, spelling and gramatical errors for both desktop and mobile view while confirming SEO optimization and client's business information are correct, updated, and consistent throughout client's online presence.
- Adapting to other departments and tasks such as:
 - Creating an illustration for Townsquare Interactive's CMS login background.
 - Photographing Tim Pirrone, President of Townsquare Interactive, at the 10th Annual Local Online Advertising Conference in NYC.

New Mind Design East Stroudsburg, Pennsylvania

Graphic Design Intern - Part Time

August 2019 – December 2019

- Designing marketing materials ranging from logos, posters, to signage for local start-up businesses.



WORK EXPERIENCE

Townsquare Interactive New York City / Charlotte, North Carolina

Web Design Intern

June 10, 2019 – September 2019

- Designed websites assuring clients' design needs, requests and preferences were met.
- Created logos along with designing re-targeting ads for mobile and desktop.
- Knowledge of HTML and CSS were required.

Northampton Community College Athletics Bethlehem, PA

Sport Photographer

September 2018 – April 2019

- Capturing headshots for every athlete for the athletics website and capturing action shots for all major sporting events.

Center for Innovation and Entrepreneurship Bethlehem, PA

Web Developer and Designer Intern

October 2017 - February 2018

- Designed website templates and developed the template that was chosen.

Townsquare Interactive New York City / Charlotte, North Carolina

Quality Assurance and Support Edit - Part Time Intern

June 2016 - August 2016

The Wisdom Coalition Center Valley, PA

Graphic Design Intern

February 2016 - August 2016

- Designed booklets, flyers, and a brochure.
Photographer for their Kick-Off celebration in May 2016

FREELANCE

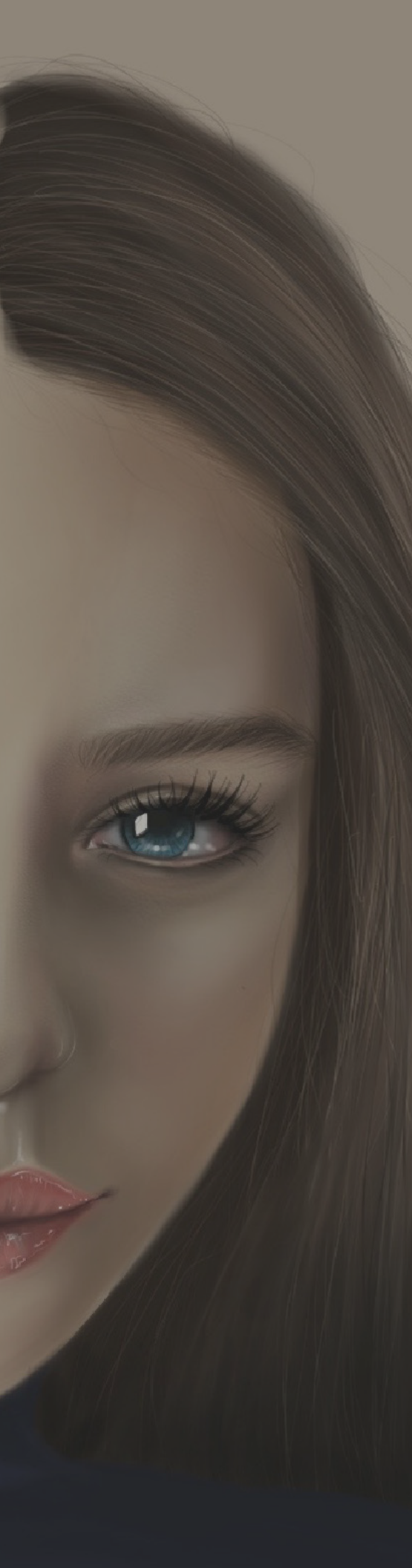
Worked with **Patrick Palmer**, running candidate for Mayor of Allentown

January 2019

- Designed posters, flyers, buttons and business cards.

Worked with Robert Dunning, Owner of **Raspberry Ridge Creamery**

November 2018

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- Filmed video AD and photographed farm and products.

Worked with **Lehigh Valley Style Magazine**

April 2018

- Created a video for the Best of the Lehigh Valley winners.

Designed logo for **Everything Grand**

April 2018

Worked with **Traci Anfuso-Young** Professor at Northampton Community College

April - May 2016

- Designed a seasonal postcard for the Appalachian Trail.

AWARDS/ACTIVITIES

7th overall in the State System Startup Challenge 2020 / 2nd for the live 1 minute elevator pitch | Competed with my mobile app concept, TACK, in a 3 round competition with 85 participants (2020)

Honorable Mention Award for Paint The Town | East Stroudsburg University (2019)

Runner-up for the Annual Student Art Juried Exhibition | East Stroudsburg University | Image shown to the left of second page (2019)

Runner-up for the Annual Patrick J. Kraus Freshman Drawing Competition | Northampton Community College (2016)

Emerging Leaders Seminar Series | Northampton Community College (2015)

Female Student Athlete of the Year | Northampton Community College (2016)