



## Contact

[larawrightdesign.com-portfolio](http://larawrightdesign.com-portfolio)

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West Valley City, Ut

801.815.1304



## Soft Skills

Organization

Keen Eye For Detail

Fostering Relationships

Empathy

Written Communication

Open Minded

Imaginative

## Hard Skills

Illustrator

Photoshop

Adobe After Effects

Indesign

Adobe 3D

Adobe Premiere Pro

Adobe XD

Word

Powerpoint

## About Me

- Loves diet coke, family, and Mickey Mouse.
- Has naturally curly hair.

## Objective

Leverage extensive expertise in design and branding to craft cohesive, impactful brand identities that engage audiences and drive business success. As a seasoned expert in typography and color theory, every design element is optimized to enhance the brand's visual impact and communicate its message with clarity and precision.

## Education

2024 BFA in Graphic Design

Rocky Mountain College of Art & Design, Denver, CO

- Typography
- Color
- Layout
- Logo Design
- Branding
- Multi-Page Layout

## Experience

Announced Design. Sandy, UT (2009–present)

Designer/Owner

- Provide customer experiences that consistently surpass expectations
- Guided clients in making design choices through consultation and collaboration
- New logo helped client grow subscribers by 320% in 3 months
- Instrumental in developing a business design that secured a \$300K investment
- Designed branding for clients with over 2 million subscribers combined

Less Cake {more frosting}. Sandy, UT 2009–2017

Writer/Designer

- Built and grew blog readership from zero to almost 500,000
- Fostered a loyal community and drove engagement
- Developed partnerships with companies to help market their products
- Thoughtfully created, engaging written and visual content