

# Laura Aldinger

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This creative designer will bring to your company experience developing materials, such as logos, brand identity guides, hand-coded websites & emails, UX design, animated gifs, HTML5 animations, interactive media, e-vites and print invitations, web banners, e-newsletters and print newsletters, annual reports, magazine advertisements, brochures, posters, PowerPoint slides, letterhead, automobile wrap, and on-site guides for events.

## EDUCATION AND PROFESSIONAL DEVELOPMENT

2003 The School of the Art Institute of Chicago, Bachelor of Fine Arts  
2013 Oakton Community College, HTML & CSS Courses  
2014–2016 Visitor Services Volunteer, Toledo Museum of Art  
2005–Present Member of the AIGA

## WORK EXPERIENCE

### Visual Design Specialist – Peapod.com, Chicago, Illinois

June 2011 – June 2017 (full-time salaried), October 2017 – Present (hourly contractor)

- Created intuitive and elegant user interactions by leveraging the capabilities of the web for online grocery delivery
- Produced design elements for print and site development and code HTML pages and emails
- Collaborated with UX team to translate user needs and business goals into actionable experience designs

### English Teacher – Deungchon Public Middle School, Seoul, South Korea

August 2009 – March 2011

- Designed English grammar worksheets (using InDesign) and custom lesson plans, weekly for three grade levels
- Created more than 200 PowerPoint presentations, a majority with sound and video elements
- Demonstrated ability to adapt to unfamiliar environments and acclimate to different cultures
- Worked with team of English teachers from Korea on making presentations and developing curriculum
- Led the first-place winning team of 30 students in a performance competition against other schools

### Graphic Designer – Foley & Lardner LLP, Chicago, Illinois

April 2007 – February 2009

- Created and executed cross-platform concepts (print and web) for national ad campaigns related to insurance, regulated industries, health care, energy, sports, environmental, real estate, mentoring and diversity
- Collaborated with writers and national marketing teams on art direction, resulting in effective marketing messages
- Art directed photo shoots, attended press checks, and helped with migration to green/recycled paper use

### Graphic Designer – Defense Research Institute/National Foundation for Judicial Excellence

August 2003 – April 2007

- Worked with Marketing Director to refine branding both in-house and outside of the organization
- Saved the company \$40,000 per year by moving multimedia production in-house
- Responsible for press checks at printing companies, provided training to co-workers on software usage
- Independently designed NFJE logo and brand identity system for Managing Director within tight deadlines

## COMPUTER SKILLS

- |                          |                          |              |
|--------------------------|--------------------------|--------------|
| ▪ Adobe Creative Cloud   | ▪ Microsoft Office Suite | ▪ Code       |
| · Photoshop, Illustrator | · Word                   | · HTML       |
| · Animate, Dreamweaver   | · PowerPoint             | · CSS        |
| · InDesign, Acrobat      | · Excel                  | · Green Sock |

## INTERNATIONAL ADVENTURES

Semi-fluent in spoken and written Korean. Black belt in tae kwon do. Traveled to Antigua, Canada, China, England, France, Germany, Greece, Indonesia, Japan, Kenya, Malaysia, Mexico, Montserrat, Netherlands, South Korea and Switzerland.