OBJECTIVE

To design websites, interfaces, and/or graphics for a company that executes meaningful and impactful work.

PORTFOLIO & CONTACT

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336-317-2892
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EDUCATION

Certificate – Product Design
(09/2022)
Dribbble

MFA Web & UX Design
(08/2012)
Academy of Art University

BA Journalism Mass Communication
BA International Studies
(12/2007)
University of North Carolina at Chapel Hill

LAURA GRANFORTUNA

GRAPHIC WEB DESIGNER, USER EXPERIENCE (UI/UX) DESIGNER, WORDPRESS DESIGNER, GRAPHIC DESIGNER

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SKILLS

Languages
English (native)
Spanish (fluent)

Technologies
Adobe Creative Suite (Photoshop, Illustrator, InDesign), XD, Acrobat, Figma, WordPress (Gutenberg, Elementor, Divi, WP Bakery) MailChimp, Constant Contact, Shopify, HTML, CSS, SASS/SCSS, Wix, Squarespace, MS Office Suite

Soft Skills
User interface design, information architecture, user testing, user flows, site performance, SEO best practices, print design and layout, content strategy

EXTRA-CURRICULARS

- Singer with Chorus Austin
- Piano
- Singer/songwriter
- Acrylic painting
- Digital artwork
- Mandala design
- Furniture restoration
- Experience design
- Chainmail
- Crochet
- Hiking
- Swimming
- Kayaking

Mixtape Marketing Cont.

- Produced high-fidelity mockups and executed comprehensive redesigns and for 10+ websites, improving aesthetic quality, usability, site performance, and SEO.
- Executed the migration of 10+ WordPress sites to new hosting providers.
- Designed digital and printed marketing collateral for 20+ companies across a variety of industries.
- Designed a logo and accompanying branding guide to ensure consistency across all client materials.
- Created business cards for 3 companies.
- Redesigned UI for front and back end of complex desktop app – more than 20 screens.
- Successfully handled and delivered 6 concurrent projects, demonstrating exceptional organizational skills and efficient project management.
- Worked in house at Silicon Labs, supporting the marketing team with asset creation for motion graphics advertising, presentation decks, special events, trade shows, reference materials, digital and print advertising.

Front-End Developer – Membersy – Austin, TX *(2021 – 2022)*

My time as a Front-End Developer at Membersy encapsulated a holistic approach to web development, where precision, collaboration, and creativity converged seamlessly. I transformed Figma mockups into pixel-perfect WordPress pages, utilizing tools like Gutenberg, Advanced Custom Fields, GitHub, and Jira. Collaborating closely, I contributed to an impactful SEO strategy, amplified by my proficiency in web development. Additionally, I channeled my expertise into crafting B2C-focused blog articles, showcasing a blend of technical prowess and creative insights.

- Successfully transformed Figma mockups into pixel-perfect WordPress pages.
- Assisted with development and launch of Membersy Marketplace – a new B2C service branch – supporting and collaborating with internal and external development teams and using tools such as Jira, Asana, Gutenberg, PHP, Advanced Custom Fields, and SCSS.
- Collaborated cross-functionally to implement a robust SEO strategy for Marketplace.
- Designed and executed visually captivating email campaigns through platforms such as SendGrid and Iterable.
- Produced 3 B2C-focused blog articles, enhancing the company's online presence and engaging the target audience effectively.
- Actively participated in weekly SCRUM meetings and contributed meaningful feedback to streamline workflows.
- Acted as liaison between development and design teams, ensuring timely project completion and adherence to quality standards.

Designer/Developer – Austin Web & Design – Remote *(2013 – 2016)*

My holistic approach and versatile skill set were key towards enhancing both aesthetics and functionality for a range of projects that I was involved with. I created compelling visual designs for AWD websites, managing WordPress sites while ensuring optimal SEO and performance. My role also encompassed project management and client communication, facilitating successful outcomes. Additionally, I had the privilege of crafting branding and marketing materials that consistently aligned with clients' identities.

- Designed, built, and launched 20+ new client websites Produced high-fidelity mockups for 40+ design proposals.
- Collaborated on projects for clients across 12 industries, adapting designs to cater to diverse target audiences.
- Conducted 15 client consultations, understanding specific needs and translating them into effective design solutions.