



Laura Kaupang
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objective

Opportunities that spark and challenge my creativity on a multi-faceted level while executing effective problem-solving techniques in visual communication.



experience

Senior Designer

Mosquito, Inc. | 2017 to Present

Responsible for the start-to-finish process of product design (ideation, concepts, digital renderings, packaging, and production) for a variety of drinkware, lifestyle, and beauty retailers. Primary focus is on illustration, lettering, surface design, and packaging. Other responsibilities include presentation design, copywriting, and creative management.

Creative Director, Designer + Illustrator

Laura Likes Design | 2008 to Present

Founded own design company; art direct, design, manage, and execute projects focusing on identity, traditional print projects, and illustration.

Designer

Life Time Fitness | 2015 to 2017

Responsible for the art direction, design, and production of print / digital projects within Life Time University. Range of projects included identity, illustration, and the design of a wide variety of guidebooks. Additional duties included project and font management.

Freelance Production Artist

Duffy & Partners | 2012 to 2015

Projects included continuing packaging and identity designs from concepts, setting artwork up on keylines, creating brand guidelines, constructing digital renders and printed mock-ups, digital production of the redesign of Duffy.com, and photo retouching.

Freelance Designer

Studio2 | 2014 to 2015

Focus on branding / identity, layouts for various types of catalogs / brochures, illustration projects, and packaging design for a wide variety of clients.

Contract Production Artist

Wunderman | 2014

Part of the Best Buy weekly newspaper circulars redesign test team, which included the production of the circulars. Additional responsibilities included helping out with back-end tasks, creating a brand guidelines book, and assisting other departments.

Graphic + Interactive Designer

Albarella Design | 2009 to 2012

Responsible for the concepts, process, design, and production of a variety of print and web projects including catalogs, marketing components, websites and email campaigns.



skills

Expert in Photoshop, Illustrator, InDesign

Vast experience with illustration, photography, photo styling and editing, copywriting, handlettering, typography, and production for a variety of clients.



education

Bachelor of Science, Graphic Design

Concentration: Marketing / Advertising

University of Northwestern, St. Paul, MN, 2008