

laura arcuiolo

Graphic Designer. Illustrator.

A multi-disciplinary designer, driven to turn ideas into clean, readable, and effective solutions that are easy on the eye. Passionate about the interaction among visual design, message and distribution.

- 🗨️ Laura Arciuolo-Harper
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- ✉️ laura.harper2784@gmail.com
- 📍 Maryland

WORK EXPERIENCE.

Co-Founder / Chief Design Officer

Arcana Recovery

01/2020 - Present

- As the CDO I am responsible for creating and translating all design and innovation aspects of a Arcana's products and services, including product design, graphic design, user experience design, web design and marketing materials.

Graphic Designer

Gramophone Ltd, Timonium, MD

12/2016 - Present

- Impactful visual creation and collaboration on marketing strategy development, such as email campaigns, direct mail, printed collateral materials, event marketing, retail promotions, social media, custom RFP, SEM, and other digital advertising.
- Engagement driven email production via HTML, CSS.
- Image/Video library management and manipulation.
- Development, content production, and maintenance of companies design style guides, company website (pages, blogs, banners, web-forms, etc.), Shopify eCommerce, and Kitchen Design Center website (see Projects)
- Bi-annual event coordination, budgeting, visual content production, and marketing; driving sales and email subscriptions.

Freelance Web Designer

Telecommunications Development Corp, D.C.

12/2012 - 02/2013

- Website redesign using Bootstrap, XHTML, CSS3 and JavaScript.
- Edited images, designed icons, and revised copy.

Graphic Designer/Screen Designer

Concept Factory, Wesseling, Germany (EU)

08/2010 - 05/2012

- Front-end website design for pharmacies nationwide.
- Sufficiently moderated websites in Magento.
- Prepared unique print materials, including brochures, advertisements, and logo design.
- Developed large format wall-decals, uploaded and managed them on the eCommerce website and supported the vinyl printer plotter production.

SKILLS.

Graphic Design

Photoshop
Illustrator
Adobe XD
InDesign
Premiere Pro CC
SketchUp
Spark
3dsMax

Web

Dreamweaver
HTML 5
CSS 3
Bootstrap
Drupal
Magento

PROJECTS.

- 🔗 Kitchen Design Center of Maryland
Logo Design
Website concept and creation
- 🔗 Arcana Recovery
Logo Design
Website concept and creation
- 🔗 Personal Website

EDUCATION.

Media Designer

Richard-Riemerschmid-Berufskolleg
Cologne, Germany 2006 - 2009

Major in Print and Product Design

LANGUAGES.

German - native
English - fluent
French - basic