



LAUREL HOSETH

GRAPHIC & WEB DESIGNER

Detail-oriented graphic and web designer with a keen eye for layouts and brand identity with keen customer service knowledge. Passionate about creating functional, yet beautiful work that not only provides value, but the focuses on usability, branding and user experience.

Phone

218.902.0099

Email

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Website

laurelhoseh.com

LinkedIn

linkedin.com/in/laurelhoseh

Social

facebook.com/laurelhstudios

EDUCATION

Minnesota State University Moorhead
Bachelor's Degree in Graphic Design

DECEMBER 2019 | MOORHEAD, MN

SKILLS SUMMARY

- Website Design
- Layout design
- Brand Identity
- User Experience
- HTML | CSS
- Photography
- Adobe Suite
- Canva
- Wordpress
- Wix
- Showit
- Figma

WORK EXPERIENCE

Senior Website Designer | PetDesk

APRIL 2024- AUGUST 2026 | REMOTE

- High-Volume Web Development: Designed and launched 80+ custom, responsive websites for veterinary practice clients using WordPress and the Divi Builder.
- Corporate Audit Management: Led a massive corporate audit project across 180+ client websites and 2,000+ individual tasks, managing a vendor team, cross-collaborating across internal departments, and delivering status reporting.
- Framework Development & Optimization: Researched, designed, and deployed specialized niche website frameworks to streamline workflows and accelerate the end-to-end design lifecycle.
- Escalations & Cross-Functional Operations: Handled urgent, high-priority site escalations while collaborating with QA, Implementation, and Strategic Account teams to enhance customer onboarding and platform efficiency.

Lead Web & Graphic Designer | Portkey SEO Solutions

FEBRUARY 2021- APRIL 2024 | ST. ANTHONY, MN

- Design custom websites on WordPress and Wix platforms, aligning with clients' visions and objectives.
- Manage social media accounts for clients; Research, post design, scheduling for Facebook, Instagram and Tiktok
- Devise organizational methods of file and information sharing for team members
- Attend networking events to connect with referral partners and clients
- Oversee and guide team members, delegating projects and coordinating client expectations to ensure collaboration and client satisfaction.
- Prepare and implement graphics for websites, social media, email campaigns and advertising materials for various clients
- Gather information on possible clients to build proposals to nurture sales
- Complete the sales process to gain, retain and build relationships with clients

Graphic Designer | Freelance

JANUARY 2018- PRESENT | SAINT PAUL, MN

- Design and publish marketing materials for advertising purposes
- Manage brand identities to maintain consistency and visual appeal.
- Bring client ideas to life with effective design solutions.
- Communicate effectively with clients to understand their requirements and preferences.
- Deliver content and products that meet client expectations and deadlines.
- Mockup designs with Figma and Canva
- Craft personal branding websites on Showit

Photographer | Laurel H. Studios

SEPTEMBER 2016- PRESENT | SAINT PAUL, MN

- Capture high-quality images for various genres, including weddings, portraits, and sports photography.
- Managed clients from the initial consultation, session planning and photoshoot completion.
- Managed image files, ensuring organization and easy accessibility.
- Edited photos using Adobe Lightroom and Adobe Photoshop to enhance their quality, composition, and visual impact.
- Record events and weddings for videography services

REFERENCES AVAILABLE UPON REQUEST