



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.

CONTACT ME

St Paul, Minnesota
218.902.0099
laurelhosesth@gmail.com
laurelhosesth.com
facebook.com/laurelhstudios

EDUCATION

Minnesota State University Moorhead
Bachelor's Degree in Graphic Design

DECEMBER 2019 | MOORHEAD, MN

SKILLS SUMMARY

- Website Design
- Logo design
- Layout design
- Brand Identity
- User Experience
- HTML | CSS
- Photography
- Adobe Suite
- Canva
- Wordpress
- Wix
- Figma
- Problem Solving
- Project Management

WORK EXPERIENCE

Lead Web & Graphic Designer | Portkey SEO Solutions

FEBRUARY 2021- PRESENT | ST. ANTHONY, MN

- Designed custom websites on WordPress and Wix platforms, aligning with clients' visions and objectives.
- Managed 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.
- Prepared graphics for websites, social media, email campaigns and advertising materials for various clients
- Gathered 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.

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.

Sports Photographer | MSUM GO! Team

SEPTEMBER 2016- DECEMBER 2019 | MOORHEAD, MN

- Capture dynamic moments during athletic events, ensuring compelling and high-quality sports photographs.
- Manage image files, organizing and uploading them to the server for easy accessibility and storage.
- Utilize Adobe Lightroom to edit and enhance photos, maintaining the highest standards of visual excellence.
- Facilitate distribution of photos to athletes and families through social media platforms, fostering engagement and connection.

REFERENCES AVAILABLE UPON REQUEST