



laura gomez • brand identity



designer statement

I am a visual communications designer based in New Jersey, and my lifelong affinity for creativity has shaped my professional identity. My source of inspiration primarily stems from nature, a testament to the supreme design by the ultimate creator. In my work, I am dedicated to delivering originality, excellence, and utmost client satisfaction. I take immense pride in my craft and constantly seek opportunities to elevate my skills, with particular strengths in color theory, typography, and illustration. These strengths empower me to craft engaging and visually striking designs that resonate with my clients and their audiences.

research

attributes/values

- + creative
- + attentive to detail
- + nature inspired

creative skills

- + color theory
- + hand lettering
- + illustration

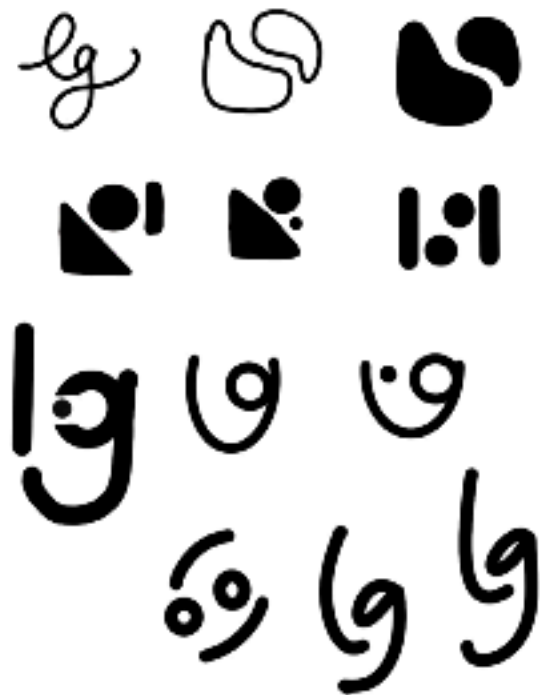
mystical fact

my middle name, daniela,
means: God is my judge.

superpower

ability to connect
to nature

LAURA GÓMEZ



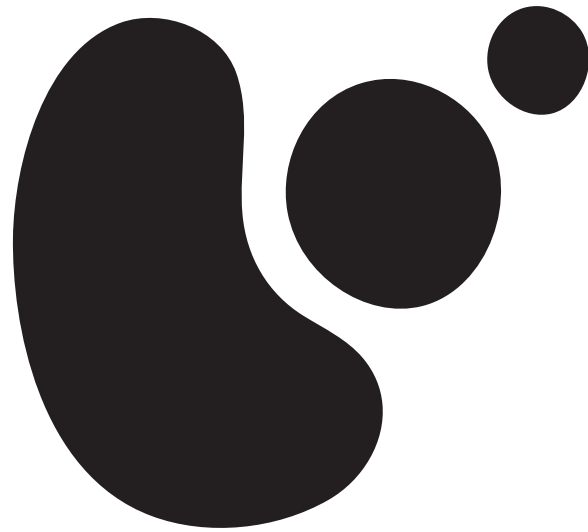
NATURE INSPIRED



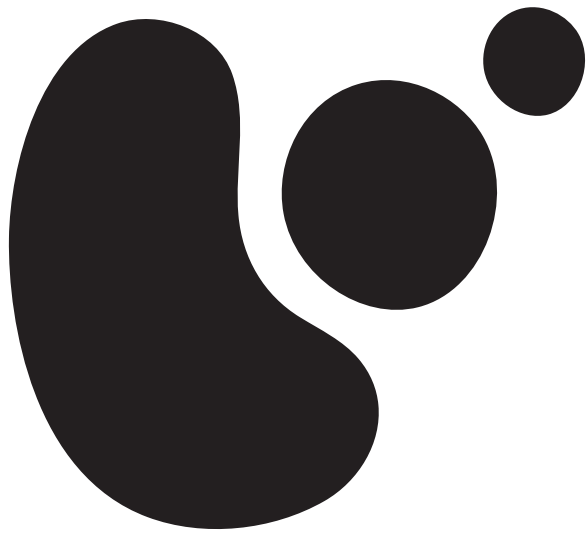
CREATIVE



logomark



logomark

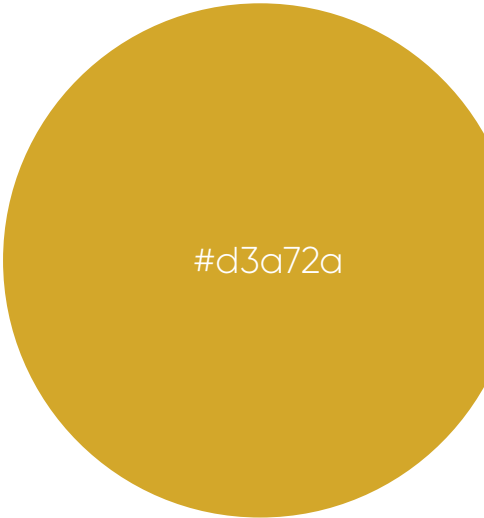
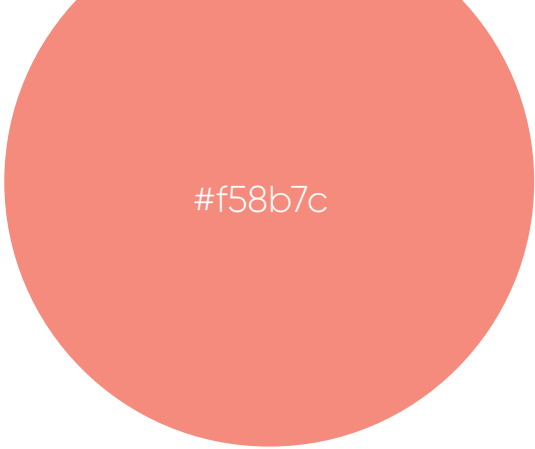


logo (b+w)



logo variation





logo type • **geo matik bold**
abcdefghijklmnopqrstuvwxy**z**

primary type • **gilroy**
abcdefghijklmnopqrstuvwxy**z**

logo (color)



icon variation



patterns



applications - BC



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applications - BC



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letter head & resume



laura gomez
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Customer Name

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Somewhere, NJ
09876

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sincerely,

laura gomez

of blooming creativity



laura gomez
graphic designer

contact

- 201.658.6006
- lauragomez2201@gmail.com
- Boonton, NJ

skills

Communication Skills

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe After Effects

Computer Skills

languages

English ●●●●●●●●

Spanish ●●●●●●●●

links

[LinkedIn](#)

[Portfolio](#)

profile

Driven and hardworking Graphic Designer with extraordinary creative thinking and project design abilities. Adept in collaborating with designers and other team professionals to achieve high goals and deadlines. Bringing forth talent, experience, and the ability to handle design from conception to completion.

experience

Graphic Designer, Rutgers University

Newark, NJ

Sep 2022 - May 2023

Member of Visual Means, a student/faculty collaborative and creative studio at Express Newark/RU-N. Visual Means focuses on collaborations with local and global researchers to develop appropriate strategies and implement data visualization-driven design solutions that enable research to reach a wider audience, and therefore have greater transformative power.

Graphic Designer, Proskauer Rose LLC

New York City, NY

Jun 2023 - Aug 2023

- Assist with the design and production of graphic solutions that support the firm's strategic communications.
- Participate in the full design production workflow process: work with team members on concepts, storyboards and design drafts using Photoshop, Illustrator and InDesign; receive direction and act on input from art director, design manager and other senior stakeholders; work with designers on updates and content revisions; prepare finalized layouts for production and distribution across all channels; and, regroup and discuss project success.

Graphic Designer, James Homes Contractor

Boonton, NJ

Jun 2022 - Dec 2022

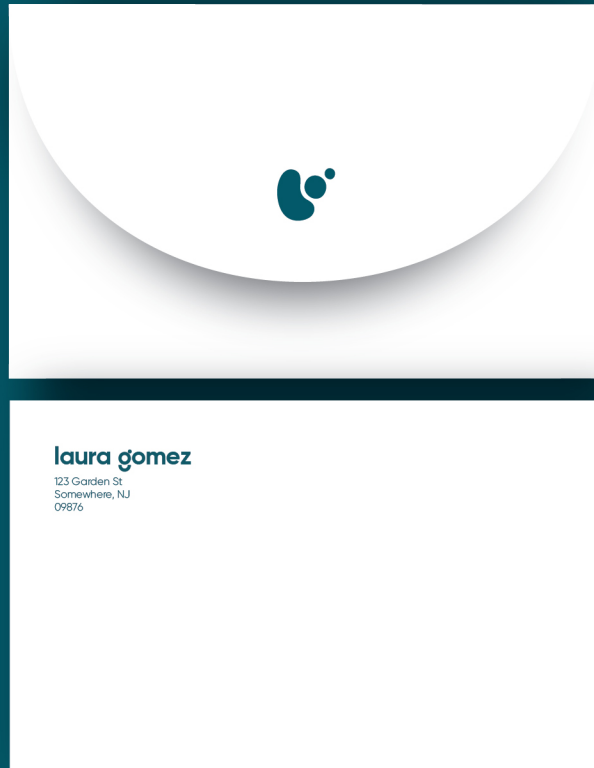
- Develop a brand identity system for a new business.
- Create a logo, stationery, apparel, and print collateral.

education

B.F.A. in Visual Arts-Graphic Design Rutgers University, Newark, NJ

Sep 2019 - May 2024

stationery



stationery

