

# Laura Shelton

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## EDUCATION

### Denver Ad School

Art Direction

2021-2022

### University of Colorado Boulder

B.S. in Strategic Communications

Creative Track: Art Direction

Minors: Business, CDT (Creative

Technology & Design)

Dean's List

2017-2020

## SKILLS

Adobe Creative Suite

Basic HTML/CSS

Canva

Figma

Google Suite

Microsoft Office

Photography

Squarespace

Videography

Zoom

## EXPERIENCE

### Self-Employed

#### Freelance Art Director & Designer - San Francisco, CA

August 2023 – Present

Accepting freelance clients for design and art direction work.

### Sack the Stigma

#### Social Media Manager, Volunteer - Remote

February 2023 – Present

Researching and designing Instagram posts for

@SackTheStigma, a mental health non-profit.

### Doner

#### Art Director - Remote

July 2022 – August 2023

Concepted and executed integrated campaigns at a mid-size advertising agency. Participated in pitches for new business, and designed decks and comps.

Brands: Hackensack Meridian Health, Ram, Jeep, Chrysler.

### TechGrayscale

#### Website Design Intern - Denver, CO

June 2021 – February 2022

Worked with Figma to design websites for multiple clients.

Created social assets, brand guidelines, and flyers.

### Bond Pet Foods

#### Social Media & Design Intern - Boulder, CO

January 2021 – June 2021

Designed packaging, website graphics, and social media posts.

Utilized Sprout Social to analyze audience data.