

Laura Tabb

GRAPHIC & WEB DESIGNER

WWW.LAURATABB.COM

Creative, detail-oriented designer with experience in both print and web. Exceptionally organized team player with a passion for traveling, entertainment, and going green.



SKILLS

(Mac and PC)

(Print) Photoshop CS4, Illustrator CS4, InDesign CS4, Quark.

(Web) Dreamweaver CS4, Flash CS4, Fireworks CS4, HTML, CSS, Javascript, Actionscript 3.0, PHP, Wordpress.

(Other) Adobe Acrobat, Microsoft Word, Powerpoint, Excel, FinalCut Pro, Logic Pro, Cision Media Map, Factiva.

EXPERIENCE

Harvard University, Faculty of Arts and Science

(Cambridge, MA : fas.harvard.edu)

Preferred Freelance Design Vendor

Jan. 2010 - Present

- Create and implement web designs for numerous departments within Harvard University

Graphic and Web Design Consultant

Oct. 2009 - Jan. 2010

- Web design for multiple internal websites
- Graphic design for internal and external Harvard use (brochures, booklets, newsletters)
- Utilize HTML to update features and functionality for existing sites
- Convert Photoshop designs into HTML
- Conduct cross-browser compatibility testing
- Develop content for communications collateral when necessary

Shovi Websites

(Bedford, MA : www.shovi.com)

Freelance Graphic/Web Designer

Sept. 2007 - Sept. 2009

- Design website layout templates for new clients
- Maintain and updated existing client sites
- Develop e-mail marketing campaigns, as specified by the client
- Apply SEO techniques
- Create supporting graphics for web pages
- Edit and optimize graphics
- Apply CSS techniques to better improve sites
- Helped with the redesign and launch of the Shovi Websites site

Schwartz Communications

(Waltham, MA : www.schwartz-pr.com)

Public Relations Intern

March 2007 - Aug. 2007

- Research media outlets and opportunities
- Create media lists and clips of client coverage
- Track and organize coverage in media
- Draft briefing documents and press releases
- Assist in the design of Powerpoint presentations
- Work within several small teams to maintain client relationships

EDUCATION

Academy of Art University

(San Francisco, CA)

M.F.A. in Web Design and New Media

(Dec. 2011)

Center for Digital Imaging Arts at Boston University

(Waltham, MA)

Certificate in Graphic and Web Design

May 2009

Bentley University

(Waltham, MA)

B.S. in Information Design and Corporate Communication

Minor in Marketing GPA: 3.8

May 2008