

Laura Ahrendt

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Graphic Designer & Creative Problem-Solver

EMPLOYMENT

Creative Brand Strategist - Freelance

February 2025 - Present

Flawless Studio / Scalp Rejuvenate - Richfield, MN

- Redesigned company website to match branding & streamlined booking, upping appointments by 55% in first month
- Updated service descriptions & FAQ, successfully cutting down on phone calls asking questions
- Designed print brand package including business cards, brochures, and rewards cards
- Created internal training & inventory documents to aid in operations efficiency

Design & Communications Lead; Graphic Designer

May 2018 to January 2025

Deneen Pottery - Saint Paul, MN

- Illustrated & converted customer artwork for hundreds of clients
- Conceptualized & designed external print & digital marketing pieces including catalogs, postcards, POP displays, signage, e-newsletters, social media, banner ads, and more
- Designed internal documents including production training & informational pieces, employee welcome packet, event posters, and various signage
- Prepared merchandising proposals for clients including Disney, Mattel, Bones Coffee Company, National Parks, and more
- Built & managed new company web store, growing sales by ~51% over 6 years
- Implemented & executed marketing calendar including every other day social media, monthly e-newsletters, quarterly mailers, and yearly catalog
- Wrote & edited copy on marketing pieces to promote cohesive messaging
- Executed product photography & videography
- Supervised two interns & a junior designer

Buying & Marketing Assistant

May 2010 to May 2018

Runnings - Marshall, MN

- Created in-store signage, end-cap displays, & plan-o-grams to drive sales
- Proofread marketing pieces
- Edited product images
- Managed vendor brand assets & usage
- Prepared reports & spreadsheets to aid in tracking buying trends at stores

Graphic Designer

April 2014 to May 2015

Southwest Marketing Advisory Center - Marshall, MN

- Advised clients on design work & branding
- Researched, conceptualized, & executed a variety of print & digital design projects
- Pre-flight & packaged design work for print use
- Wrote & edited copy on design work
- Amend design work after receiving feedback

EDUCATION

Bachelor of Arts in Graphic Design & Studio Art

August 2012 to May 2015

Southwest Minnesota State University - Marshall, MN

- Summa Cum Laude Honors (3.9 GPA)

SKILLS

PROGRAMS Photoshop, InDesign, Illustrator, Acrobat, Animate, XD, Figma, Canva, CapCut, MailChimp, Shopify, WordPress, Wix, Basic CSS & HTML, Excel, Powerpoint, Word, MAC & Windows OS

DUTIES Logo design, Branding, Digital marketing, Social Media Management, Layout Design, Packaging, Pre-press processes, Presentation Design, Infographics, UX/UI Design, Copywriting, Vector Illustration

OTHER SKILLS Creative problem solving; Detail-oriented; Process development; Quick to learn new skills & concepts; Adaptable; Efficient