



[laurabosscher.com](http://laurabosscher.com)  
[hello@laurabosscher.com](mailto:hello@laurabosscher.com)  
616.340.0338

## WORK | EXPERIENCE

### Well Design Studio

2024 - Present | Freelance Designer

Design collaboratively with creative team and clients developing logos, brand identity, and ad campaigns for clients including GRPS, Parks Alive and Public Thread.

### Herbruck's Poultry Ranch

2023 - Present | Freelance Art Director + Designer

Developed branding, packaging, and marketing concepts for a national brand, teaming with the Head of Marketing.

### People Design

2023 - Present | Freelance Designer

Design alongside of the Creative Director for new logo concepts including the Grand Rapids Public Library system, integrating the final design into new brand collateral.

### Baas Creative

2022 - Present | Freelance Designer

Assist in layout design, illustration, storyboarding, animation, copywriting and photo retouching for multiple high-profile ad campaigns involving print, billboard, and TV spots including the "We Can" campaign with Corewell Health, and the "Impossible" campaign with Helen DeVos Children's Hospital.

### Fairbanks Brand Studio

2018 - 2023 | Art Director, Principal Designer

Developed a multidisciplinary agency in Fairbanks, Alaska servicing local and state-wide businesses. Head designer and problem solver for large-scale brand identities, activations, ad campaigns, book designs, illustrations, storyboarding, animations and social content for clients including Denali State Bank, Usibelli Coal Mine, University of Alaska, and Museum of the North.

## EDUCATION

### Kendall College of Art and Design

2017 | Grand Rapids, Michigan

BFA | Graphic Design

Minor | Illustration

## AWARDS

### KCAD Award of Excellence

2017 | Graphic Design

### National ADDY Awards

2017 | ABC's for Designer's, Gold

### District ADDY Awards

2017 | ABC's for Designer's, Gold

### Regional ADDY Awards

2018 | GR Comic-Con, Gold

2018 | From Tradition to Innovation: A Hand Study, Bronze

2018 | Lamb Bride Publication, Juror's Award, Gold

2017 | ABC's for Designer's, Juror's Award, Gold

2017 | BaxterBoo Integrated Campaign, Bronze

### Ferris State University Business Symposium

2015 | Grand Prize Winner of Emerging Artist

## VOLUNTEER WORK

### AIGA West Michigan

2022 | Mentor, AIGA Mentorship Program 2022

### FWYS Alaska

2018-2019 | Assistant Downhill Ski Coach, K-5th Grade

### ArtPrize

2014 | City of Grand Rapids Guide

## SOFTWARE | SKILLS

**Software:** Illustrator, InDesign, Photoshop, After Effects, Procreate

**Skills:** Illustration, Logo Development, Brand Identity, Layout Design, Copywriting, Storyboarding, Motion Graphics, Web Design, Web Development, Photography, Content Creation, Social Media Management, Presentation