



LAURA SHULL

Inspire. Design. Empower.

619.301.1878

laurashull99@gmail.com

laurashulldesign.com

EDUCATION

Point Loma Nazarene

University

San Diego, CA

Bachelor of Arts,

Graphic Design- Marketing

May 2025 / 3.85 GPA

ACHIEVEMENTS

Published Photos and Visual Art

"Driftwood 2024" and "Driftwood 2025"

Point Loma Nazarene University

2 Displayed Typographic Posters

"Latinx Type Designers: A Poster Exhibition"

Point Loma Nazarene University

Keller Gallery

Featured Photographer

"Fall 2022 Student Art Show"

Grossmont College

Hyde Art Gallery

TECH SKILLS

- Adobe Creative Suite
- UX/UI Design: Figma + Wix
- Typography
- Branding + Identity
- Layout + Composition
- Print Design
- Ideation

STRATEGIC SKILLS

- Concept Development
- Problem-Solving
- Attention to Detail
- Visual Storytelling

SOFT SKILLS

- Communication
- Collaboration
- Time-Management
- Adaptability
- Client Focus

HELLO! I'm Laura, a graphic designer passionate about the intersection of design and marketing. I love branding, typography, and layout design across media. I believe in using research, strategy, and design development to benefit client and audience objectives. My background in photography and visual art influences my design style, and I'm always looking for new ways to experiment and push creative boundaries. • Beyond design, I have a strong foundation in marketing, from creating appealing email campaigns and digital ads to developing

full-scale marketing strategies that drive sales and community engagement. I love working with mission-driven brands, nonprofits, and businesses that make a difference. • Outside of design, I care deeply about my faith and my community. I find joy in volunteering, collaborating, and taking on creative challenges. Whether I'm designing for a brand, crafting a marketing campaign, or creating something just for fun, my goal is always the same—to inspire, design, and empower.

Let's create something great together!

PROFESSIONAL EXPERIENCE

Graphic Design Intern

Point Loma Nazarene University Marketing Office

Jan. 2024–May 2025 / San Diego, CA

- Created digital and print assets for PLNU's partnerships with the **San Diego Padres** and **San Diego Football Club**, boosting community awareness and reinforcing strategic brand alliances.
- Designed a dynamic, bilingual (English/Spanish) surfboard-shaped flyer for PLNU recruitment; **10,000 copies** ordered and distributed to prospective students and families as of May 2025.
- Created **16** dynamic advertisements across **4 issues of Viewpoint magazine**, collaborating with team members to develop visually compelling assets that captivate the target audience and drive engagement.

Graphic Designer

PLNU Social Entrepreneurship Society

Sept. 2024–Apr. 2025 / San Diego, CA

- Designed labels for **3** campus-inspired candles and conducted product photoshoots, creating cohesive promotional materials that supported sales at two pop-up markets, resulting in **46 candles sold**.
- Designed posters, banners, social media graphics, and event signage for **5** school dances supporting *Free Wheelchair Mission*, helping raise funds and awareness through visually compelling promotional materials.

Graphic Designer + Web Designer

Casa De Oro Bible Church

Mar. 2021–Aug. 2024 / Spring Valley, CA

- **Redesigned the Casa de Oro Bible Church website** on Wix, developing a cohesive brand identity system and improving user experience through clearer navigation and more engaging visuals and content.
- Designed promotional materials for Casa de Oro Christian Preschool, including print and digital ads supported by **original photoshoots** of classrooms and playgrounds.
- Managed the preschool's **Instagram and Facebook accounts**, creating consistent, engaging content and incorporating SEO keyword research to boost community awareness and drive enrollment.

Event Planner + Coordinator

(AIGA) American Institute of Graphic Arts

Dec. 2022–Jan. 2023 / San Diego, CA

- Successfully drew over **100 attendees** to AIGA's UNITE event featuring keynote speaker **Don Norman**, contributing to the event's achievements.
- Collaborated with fellow designers to create comprehensive event timelines and budgets, ensuring that all deadlines were met.
- AIGA member since 2023.

ACADEMIC REFERENCES

Courtney Mayer

Professor, Graphic Design

Point Loma Nazarene University

cmayerl@pointloma.edu

INTERNSHIP REFERENCES

Jill Chou

Director of Creative and Brand

Point Loma Nazarene University

jchou@pointloma.edu