

Ellen Lara

Graphic Designer + more

Contact

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INTRODUCTION

I am a dedicated graphic designer with exceptional proficiency in the Adobe Suite and a knack for visual storytelling, backed by a solid foundation in graphic design principles. My experience spans crafting a wide range of visual assets, such as engaging graphics, conference branding and captivating banners. I thrive in collaborative environments, readily embracing feedback, while leveraging my project management skills to juggle multiple tasks efficiently in fast-paced settings.

SKILLS

Computer Programs

- Photoshop
- Illustrator
- Indesign
- Premiere Pro
- Lightroom
- After Effects
- DaVinci Resolve
- Fliplet Framework
- Eventmobi Framework
- Basic HTML & CSS
- Wordpress

Knowledge

- Logo Design
- Editorial Design
- Print Techniques and Production
- Image Editing
- Photography + Video
- Pitch Deck(s) Design
- Video Editing
- Conference/Event Branding
- Package Design
- Canva

EDUCATION

- **June 2015**
The Art Institute of Michigan
BFA, Web Design & Interactive Media
- **September 2012**
The Art Institute of Michigan
AAS, Graphic Design

RECOGNITION

- **October 2024**
Michigan Lawyers Weekly, December 2024
Unsung Legal Heroes Honoree

"Her curiosity drives her to master old-school design techniques and utilize cutting-edge precision tools within each platform, giving her work an extra edge. She doesn't hesitate to ask questions or seek guidance when facing unfamiliar challenges—a trait that reflects her commitment to excellence without ego. Her collaborative and proactive approach, combined with her refreshing humility, allows her to handle every request with honesty, humor, and a "can-do" attitude, making her an invaluable teammate."

WORK EXPERIENCE

- **April 2022–Present**
Graphic Designer at Dykema
I successfully led rebranding projects, delivering a diverse array of assets, including eye-catching infographics, impactful social media templates, app development and dynamic motion graphics. I produced high-quality videos, expertly handling editing for company events, and confidently designed brochures, banners, and presentations. By collaborating effectively with cross-functional teams, I ensured that all visuals aligned seamlessly with our strategic objectives.
- **December 2020–January 2022**
Jr. Video Editor at Rocket Mortgage
I developed detailed storyboards and collaborated with other team members on motion graphics for a variety of projects. By effectively collaborating with creative teams, I shaped video content to meet and exceed project goals. I excel in designing impactful icons, visuals, and animations that enhance storytelling and align seamlessly with project objectives and brand guidelines.
- **October 2013–August 2020**
Graphic Designer at Smashbox Designs
Skillfully developed customized designs for a diverse range of print and digital assets, ensuring a perfect alignment with each client's unique vision and the high standards of the company. Took charge of project management from the initial brainstorming phase through to the final production, working closely with Art Directors and vendors to achieve cohesive and impactful results. My expertise lies in product photography and food styling, where I bring an artistic touch to visual storytelling, alongside a strong foundation in print production, guaranteeing that every detail is meticulously executed to enhance the overall brand experience.
- **2014–Present**
Graphic Designer + Videographer + Photographer
Providing services in collaboration with 9016 Media around the Metro Detroit area.

REFERENCES

Available upon request