

Laura Bingham

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PROFESSIONAL EXPERIENCE

Owner, Creative Director, Senior Graphic Designer **Laura Bingham Creative** | 2015 – Present

At Laura Bingham Creative, I thrive on building brands with the right creative graphic design solution for my clients, from initial conception to visual execution, while exceeding goals and expectations by maximizing resources to create value and change. I harness a strong passion for brand identity & design—I have developed over 4 dozen identities for a variety of businesses, non-profits, events, exhibitions, and programs.

- Expertly develop and deliver creative business solutions in the areas of brand & identity, consultation, print, web & digital, marketing, and advertising—increasing one client's customer base by over 30%, for example
- Design websites and digital collateral across various platforms and applications—including a fundraising landing page for a non-profit client's campaign that raised over \$57,000 in a matter of days

Creative Director, Senior Graphic Designer (Contract) **Peri Marketing & Public Relations** | 2016 – Present

Voted as one of the “Best PR Firms in Denver,” Peri Marketing & Public Relations is a full-service marketing agency with a focus on integrated marketing campaigns born from sound strategy. Amongst a team of fellow senior-level talent, I provide creative applications for branding & identity, print, digital, web & multimedia, advertising, and special events.

Creative Director, Senior Graphic Designer (Part-time) **Evocati Public Relations** | 2022 – 2023

“PR with a purpose”—Evocati empowers clients with a means to communicate, activate, and inspire underserved communities. Alongside a team of seasoned experts, I was responsible for creative/art direction and leading expert graphic design & marketing solutions.

- Led innovative design of assets for a pioneering national PR and advertising campaign, showcasing the \$100 billion U.S. potato industry's impact on the economy for the National Potato Council, which achieved unprecedented success with 18 million impressions in the first two week and secured the top spot for “Spud Nation” on Google in 2023

SOFT SKILLS

- Top values: Integrity, empathy, inclusivity, simplicity, flexibility, and resourcefulness
- Strong passion for working with nonprofits, military & veterans, and healthcare
- Specialize in a human-centered approach to design with UX/UI knowledge across various platforms and devices
- Naturally curious with a continuous motivation to learn and embrace new and emerging techniques in design, marketing, technology, and business

SOFTWARE PROFICIENCIES

- Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat, Premiere Pro, XD, After Effects
- Microsoft Office Suite
- Google Workspace
- Website Design & Development: WordPress, HTML5/CSS, SEO & Analytics
- AI: ChatGPT, Midjourney, DALL-E, Jasper
- Video Editing: Adobe Premiere Pro, iMovie, Final Cut Pro, PowerDirector 365
- Email Marketing: Mailchimp, Constant Contact, Campaign Monitor, Emma
- Project & Team Management: Google Workspace, Teams, Asana, Monday, Notion.io, Slack, ClickUp, Trello, Basecamp
- Other art & design software: Figma, ProCreate, Canva

EDUCATION

Rocky Mountain College of Art + Design
Denver, CO
BFA, Graphic Design + Interactive Media
Graduated with honors, May 2010

Missouri State University
Springfield, MO
Fine Art & Graphic Design
2004-2007

University of Wollongong
Sydney, NSW, Australia
Study Abroad Program: Graphic Design
2006

***Co-Founder, Director of Brand & Design, Chief Design Officer,
Brand Manager, Board Secretary***

Colorado Veterans Project | 2014 – 2022

I co-founded this 501(c)(3) nonprofit in 2014, raising over \$1.6 million for veterans and local veteran organizations during my time there.

- Created and managed the organization brand identity—including the identity and graphics for 6 major statewide events—most notably a ruck march event that has raised 173,000 pounds of food for homeless Veterans, and Denver Veterans Day Parade & Festival drawing in more than 40,000 spectators annually
- Assisted in event directing, planning, managed volunteer teams, and expanded online, social media, and community presence

Graphic Designer (Full-time)

Rassman Design | 2011 – 2015

At this award-winning design firm in Denver, I managed client relationships and provided on-point design solutions from concept to final production.

- Established brand, design, and collateral for Denver Health Foundation's NightShine Gala fundraising event which raises nearly \$500,000 each year
- Involved in designing and producing labels on all parking meters in downtown Denver, providing a clear solution for confusing parking laws

Graphic Designer (Contract)

2005 – 2011

I kicked off my career with both freelance and agency experience providing graphic design solutions such as digital & print advertising, collateral, logo design and brand identity, annual reports, and web design.