

Laura Berglund

GRAPHIC DESIGN & ILLUSTRATION

Graphic design should make people's lives better. Whether that means bringing conceptual depth or meaning to projects, developing work for social change, working with sustainable materials, or perhaps maybe just 'making things pretty', that's what I want to be doing. Making people's lives better through what I love the most, down to the last detail.

CONTACT

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references available upon request

EDUCATION

3.8+ cumulative GPA

class list includes typography 1-4, user experience, information architecture, design systems, multimedia experience, color theory, graphic form, visual rhetoric, etc.

THE KANSAS CITY ART INSTITUTE

BFA GRAPHIC DESIGN, AUG 2007-PRESENT
FOUNDATION PROGRAM, AUG 2006-MAY 2007

expected graduation date: may 2010

JOEL E. FERRIS HIGH SCHOOL

AP & HONORS PROGRAM, SEPT 2002-MAY 2006

*graduated top 10% of class
spokane, washington*

ACHIEVEMENTS & AWARDS

BFA EXHIBITION

FOR AMPERSAND COVER, KCAI, SPRING 2010

DESIGN IGNITES CHANGE PROGRAM, HONORABLE MENTION

FOR ANCHOR CAMPAIGN, NATIONWIDE, FEB 2010

PATTERN & FORM EXHIBITION

MULTIPLE PROJECTS, KANSAS CITY, WINTER 2009

AIGA STUDENT SCHOLARSHIP, SELECTED NOMINEE

KANSAS CITY, SPRING 2009

FEATURED WORK

THE DIELINE, DESIGN OBSERVER, FFFFOUND

JUNIOR EXHIBITION

FOR 'GET OUT IN THE SUN', KCAI, SPRING 2009

WEINGART AWARD

EXCEPTIONAL FORMALISM, KCAI, MAY 2008

MERIT AWARD

KCAI, FALL 2006-PRESENT

DEAN'S LIST

KCAI, FALL 2006-PRESENT

EXPERIENCE

VML

INTERN, SUMMER 2009

projects for western union, southwest airlines, amc theatres, simon malls

kansas city, missouri

AIGA COMMUNICATIONS OFFICER

KCAI, FALL 2009-PRESENT

*design materials for kcai's aiga events;
won proposal for aiga's student portfolio workshop, spring 2010*

MCSWEENEY'S WORKSHOP

INVITATION ONLY, KCAI, FALL 2009

developed and presented book/packaging concepts to chris ying and jordan bass

AMPERSAND NEWS-MAGAZINE

FORM EDITOR, WINTER 2008-PRESENT
INTERIM EDITOR-IN-CHIEF, SPRING 2009

self-initiated; first student-led publication of kcai, launched winter 2008

kansas city, missouri

PAPER SOURCE

RETAIL ASSOCIATE, APR 2007-JUN 2009

assisted customers in invitation design, window displays, in-store signage

kansas city, missouri

SOUTHSIDE CHRISTIAN CHURCH

FREELANCE DESIGNER, 2005-2006

tshirt designs for VBS, mexico trips, etc.

spokane, washington

SKILLS & TOOLS

COMPUTER SOFTWARE

ADOBE ILLUSTRATOR, INDESIGN, PHOTOSHOP, FLASH, DREAMWEAVER, MICROSOFT WORD, POWERPOINT, KEYNOTE

ANALOG MEDIA

SILKSCREEN, LETTERPRESS, BOOKBINDING, COLLAGE, PHOTOGRAPHY, VARIOUS PENS & PENCILS