

Wilton, NY
(518) 281-4694
lauradirado@yahoo.com

Laura DiRado

Graphic Designer



Experience

January 2010 – Present

Graphic Designer, Chicklette Studio-Wilton, NY

Create visual identities and branding for advertising, print and electronic media. Specialize in interpretive design with emphasis on the travel and tourism industry as well as museum exhibition design. Manage print production options while adhering to targeted goals and deadlines.

2010 – present

Graphic Designer, Battenkill Valley Fibers - Greenwich, NY

Collaborate with client to create visual representations for startup manufacturing facility. Identity, advertisements, retail brochures and point of purchase pieces.

2011 - present

Graphic Designer, Christmas Tree Farmers Association of NY, Inc.

Provide design services for variety of print and digital communications to promote Christmas tree industry. Projects include identity campaigns, signage, newsletters and educational materials.

2012 to present

Graphic Designer, Greenwich Economic Development Group - Greenwich, NY

Create a series of custom visual displays utilizing area business owners to promote business development for the region. Coordinate with print service provider to manufacture finished displays.

Awards & Recognition

Three-time Triple Crown Recipient for Team in Training athletic endurance program.

Volunteer & Service Activities

Founder and co-chair for "A Purple Tie Affair" benefit which raises money for local cancer charities.

Board of Trustees for Upstate NY/VT Leukemia and Lymphoma Society.

Cycling Coach and mentor for Team in Training athletic endurance program.

Education & Interests

1987 - **BA Graphic Design, Castleton State University, Castleton, VT**

Enjoy spending time with four daughters, cycling, sailing and competing in triathlons.

Combining energy and imagination to find creative visual solutions.