



LAURA CAYA

GRAPHIC DESIGN

☎ 716-392-8382

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📍 121 Bridle Path, Williamsville, NY

EDUCATION

Bachelor of Science in Art Minor: Graphic Design

Daemen College, Amherst, NY May 2009

Audited Publications & Advanced Typography Courses

Daemen College, Amherst, NY Fall 2009

SOFTWARE

Adobe Creative Suite
(Adobe InDesign, Illustrator, Photoshop)
Microsoft Office Suite
CorelDRAW

ADDITIONAL SKILLS

- Printer/vendor coordination
- Art direction for photography & videography
- Website updates and visual maintenance
- Social media posts on various platforms
- Preparing and sending marketing e-mails
- Assembling foam board signs and applying vinyl lettering

EXPERIENCE

Freelance Graphic Designer

May 2009 - present

Laura Caya Design - Buffalo, New York

- Design innovative and appealing marketing materials, advertisements, logos, presentations and invitations in print and digital formats to enhance and strengthen client's brand and identity
- Servicing a variety of clients including: Nardin Academy, *Buffalo, NY*; WNY Impact Investment Fund, *Buffalo, NY*; Sarah Irwin Media, *Buffalo, NY*; Sanctuary Wealth, *Chicago, IL*; Investment Analytics, *Buffalo, NY*; Blinc Ideas - *Buffalo, NY*; Education Collaborative of WNY, *Buffalo, NY*; Springfield Montessori School - *Walnut Creek, CA*; Dan & John's Wings - *NY, NY*; Kan Jam, *Buffalo, NY*

Visual Communications Specialist

Aug. 2012 - Nov. 2020

Nardin Academy - Buffalo, New York

- Conceptualized, developed, and designed creative pieces in both print and digital formats for enrollment and fundraising purposes (ie: brochures, ads, booklets, programs, invitations, presentations, e-mail campaigns, social media campaigns, fundraising appeals)
- Laid out, gathered content and designed a magazine publication, *Nardin Today*, twice annually
- Initiated a formal brand study and played an essential role in developing an updated brand identity and implemented into marketing materials
- Developed logos and unique design elements to be used in event and campaign materials, sub-brands within organization, and school signage
- Provided creative direction and collaborated on concepts with marketing team during professional photo shoots and videography sessions
- Established coordinated materials to be reproduced widely throughout organization (ie: PowerPoint templates, e-mail campaigns, newsletters, letterhead, business cards, business forms, social media content)

Graphic Designer

Jan. 2012 - Aug. 2012

BidURenergy Inc. and StogieBoys Inc. - Cheektowaga, New York

- Designed and laid out monthly retail catalogs, postcards, print advertisements, mailings, and developed packaging designs

Graphic Designer

Oct. 2005 - Jan. 2007

Try-It Distributing - Lancaster, New York

- Created advertisements and marketing materials for beverage vendors such as Labatt Blue & Anheuser-Busch and assembled large foam board and vinyl signs