

# Laura Ehrlich

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## GENERAL EXPERIENCE

### Chief Creative Officer, Launched Digital Solutions

Davis, CA | 2021-2022

- Designed and implemented branding, websites, advertisements and graphics for the company and for clients
- Created wireframes and UI prototypes
- Made executive decisions in regards to designs and strategy
- Created project proposals based on client constraints and presented potential designs and solutions to them
- Collaborated with other executives to define and implement corporate strategy and establish business goals
- Conducted A/B tests and user research

### Freelance UI/UX Designer + Front-End Web Developer, The Delta Centre

Remote | 2021-present

- Worked with client to remodel the existing website
- Created and implemented wireframes, UI prototypes
- Conducted competitive analysis and user research to create an effective website
- Implemented the website on Wix

### Freelance Graphic Designer, Burlingame High School Drama

Burlingame, CA | 2022-present

- Created all t-shirt and poster graphics for the showing of "Maskerade" by Terry Pratchett
- Worked with client to make sure all graphics needs were met
- Communicated with all members on the marketing team

### Broadcasting Crew Member, ESPN+

Davis, CA | 2022-present

- Operated cameras during live broadcasts of various UC Davis sports games
- Assisted in set-up and take down of all broadcasting equipment
- Worked with other employees to put on broadcasts

### Freelance UI/UX and Branding Designer, Nuaxiom

Remote | 2021-2022

- Designed branding and color schemes
- Created and implemented wireframes, UI prototypes, and websites
- Conducted competitive analysis to create an effective website

## EDUCATION

### University of California, Davis

Design (BA)

Cinema & Digital Media (BA)

Computer Science (Minor)

Expected Graduation Date: Spring 2024

**UC GPA: 3.7**

## SKILLS

Film and digital media production  
Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
HTML/CSS, Java, JavaScript, Python, C  
Public speaking  
Attention to detail  
Improvisation  
Presentation to large audiences  
Adobe Premiere Pro  
Adobe After Effects  
Adobe InDesign

## RELEVANT COURSEWORK

Intro to Design  
Form and Color  
Design Drawing  
Join the Maker Revolution  
Intro to Media Computation  
Graphics and the Computer  
Design for Aesthetics and Experience  
Type in Motion  
UI/UX Design  
Intro to Programing  
Design for Wearable Technologies  
Intro to Data Structures  
Data Structures in C

## HONORS AND AWARDS

Dean's List Fall 2020  
Dean's List Spring 2021

### **Product Designer, Adaptive Technology**

Davis, CA | 2021 - Present

- Designed, researched, and adapted a robotic glove for a client who lost mobility in their hands
- Collaborated with engineering team to create a design that was both comfortable and compatible with the technology
- Presented our work to the rest of the club

### **Computer Science Tutor, UC Davis**

Davis, CA | 2021

- Helped students in ECS32A grasp concepts they struggled with
- Worked with other tutors to solve problems

### **Technical Director, Studio 301 Productions**

Davis, CA | 2022-Present

- Designed and implemented light and sound cues
- Searched for appropriate equipment for productions
- Used problem solving abilities to fix technical problems both during, before, and after productions
- Worked with other members on the board and well as the director to successfully put on low-budget productions

### **Lead Video Editor, Studio 301 Productions**

Davis, CA | 2021

- Compiled and edited recordings for the online production of *The Brothers Grimm*
- Worked with the directors to match the vision for the show
- Mentored another student in learning Premiere Pro

### **Lights Operator and Designer, Studio 301 Productions Club, UC Davis**

Davis, CA | 2021-2022

- Set up and took down all lighting equipment
- Operated the lights and some sound during the show
- Designed the light cues as well as problem-solved during the show
- Assisted other crews and actors as needed

### **Drama Specialist and Counselor, URJ Camp Newman**

Vallejo, CA | 2019 - 2021

- Taught large groups of campers calligraphy, guitar, ukulele, and improv
- Planned and lead song sessions and religious services for the entire camp
- Organized and coordinated camper activities
- Performed 300 hours of community service
- Devised, filmed, and edited promotional videos
- Wrote and lead programs for over 40 16-year olds daily, and supervised them overnight
- Facilitated conversations with parents and their campers

