Laura Palmer



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I am currently working at Reiach and Hall Architects as their sole graphic designer. Before joining, I had recently completed my MSc in Design & Digital Media at the University of Edinburgh. I'm a passionate, multimedia designer who loves a challenge and am looking to continuously improve my abilities and develop my skills through every new project I encounter. I'm very detail oriented and always provide my best work to every project I am part of, no matter the size or complexity. Since my Masters, which involved producing video games, websites and graphics by myself, my interest in the process of producing graphic design has only increased. I can no longer look at a brands, adverts, websites and printed media without contemplating its message and design. I can't play a game without thinking how they created their environments, models, animations, user interface. I want to learn more and grow as a designer, and I believe I would serve as a great asset to your team.

Education	
2022 - 2023 - MSc Design & Digital Media, University of Edinburgh 2018 - 2022 - BDes (Hons) Graphic Design, Edinburgh Napier Univ 2012 - 2018 - High school, The Mary Erskine School	

Creative - Well versed in core values of design, and love to experiment with new styles and software to expand my abilities while learning something new that could be utilised in future projects.

Computer software - Proficient in using Adobe software. Including: Adobe Photoshop/Illustrator/InDesign/After Effects/ Premier Pro. Developed skills most recently in Unity, Autodesk Maya, Blender and Substance Painter whilst studying Game Design as part of my Masters. Assisted in an architecture student's renders in Twinmotion.

Leadership, Communication and Teamwork - Been co-leader for a personal game design project with a team of 15 individuals from multiple countries and creative backgrounds. In charge of communication between creative departments, hosting creative meetings, providing instruction and expectations as well as taking part in the creative process. Able to divide work evenly in team to ensure everyone is using the best of their skills. Ability to adapt to dynamic of peers and team to ensure a fluid work flow. Excellent communicator, both verbal and written. Can effectively adapt to current needs/requirements of client and team. Collaborate with other design fields to produce project outcomes. Active listener able to bring people together to achieve a common goal encouraging team to express their wishes/concerns.

Work Experience

Graphic Designer | Reiach and Hall Architects | July 2024 - Present

Sole in house graphic designer for the company. Had to quickly adapt to understand architectural language, work patterns and development of architectural work to ensure it is being represented correctly. Responsibilities include:

- Producing documents for project stage reports, presentations, bid submissions, project sheets and practice profiles for digital and physical publication. Includes having to create documents/presentations for same day deadlines.
- Working on multiple projects at any given time as well as maintaining background tasks for the company (described bellow). Involves creating selective colour palettes suited to individual project theme, which is then used across architectural drawings, models, plans and reports; collating given information, visuals and statistics into a clean cohesive layout to best display work produced to be sent to clients. Constant communication with colleagues in house and from external contacts to ensure all work has been collected. Involves working with all levels of company hierarchy, from architectural assistants to directors.
- Designing company advertising for events. Including roller banners, brochures and posters. Maintaining contact with outsourced printers to ensure accurate production and meeting deadlines.
- Creating document templates in multiple formats and scales for the whole company to use to ensure cohesion
 across all projects (InDesign, Powerpoint and Microsoft word). Assisting colleagues with queries of adobe softwares
 (primarily InDesign and Illustrator).
- Maintaining the company website (hosted on Squarespace). Adding new project pages and news to site, asset management, troubleshooting any errors.
- Managing social media accounts creating reels posts for Instagram, Facebook and Linkedin.

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Student Representative | Edinburgh University | 2023

Student representative for the duration of my Masters course. Ensured students concerns or wishes were passed along and heard by faculty members. Attended regular meetings to discuss student needs and providing feedback. Provided support to peers from a variety of cultural backgrounds with queries about the course, projects and ensuring they were up to date with any developments of upcoming events.

Degree Show Branding 2022| Edinburgh Napier University

Member of team which created the original branding for the 2022 Degree Show, including creating mock-ups displaying our brands on social media, websites, leaflets etc.

Motion Designer For 2021 Degree Show | Edinburgh Napier University

Tasked with creating videos advertising the 2021 degree show, including show reels and video advertisements to be posted online.

Heehaw | Internship | 2 Weeks

Assisted in the creation and development of multiple motion graphics for various clients. Created social media posts to advertise past projects. Created subtitling for completed video projects in multiple languages (English, French, Spanish, Russian and Arabic).

Trespass | Supervisor | 2020 | 5 Months

Held various levels of responsibilities including opening and closing the store banking tender each day, completing refunds and exchanges. Experienced in technical styles of clothing, footwear and equipment. Attentive to customer requirements to assure they are pointed to the best product that will suit their needs.

Schuh | Temporary Sales Advisor | 2021 | 3 Months

montages which are available in my portfolio website.

Responsibilities included interacting with and selling products to customers, completing refunds/orders, maintaining cleanliness of the shop front and storage room.

Photography, Art and Film - Photographing a range of subjects and manipulating these images to create unique art.
Using my knowledge of computer software to create digital artwork and experimenting with software. Photographer
for school peers modelling t-shirts designed for their Youth Enterprise project. Photo shoots them around Edinburgh
and edited/colour corrected before providing to team. Fnjoy various film styles, especially animation/stop-motion, Love

Hobbies

Video Games - Avid fan of video games, playing most days in various genres (Open World, Strategy, Story-Driven, Simulation, Action etc.). Developed an incredible community of lifelong friends through our love of video games. Have also taken part in early access games, where I have joined their discord servers in order to provide feedback of any bugs and issues found.

seeing how popular animations are created. Produce digital artwork in my free time, including patterns and photo