

Laura Villalobos

SENIOR CREATIVE DESIGNER

BRAND IDENTITY · WEB DESIGN · DIGITAL MARKETING

Sole designer, strategist, and web developer for two co-located healthcare and wellness businesses as well as 40+ independent practitioners.

IfV CREATES

716.603.0586 · LFVCREATES.COM

LAURA@LFVCREATES.COM

LINKEDIN.COM/IN/LAURAVILLALOBOS

Versatile senior creative designer with 13+ years of experience functioning as a one-woman in-house agency for two co-located healthcare and wellness businesses, one of which served 40+ independent practitioners. Conceptualizer and executor of brand identity, print and digital marketing collateral, and responsive web solutions. Proven ability to manage a high-volume, multi-client creative workload independently, from initial concept through final production across Adobe Creative Suite, front-end development, and digital campaign platforms.

skills

GRAPHIC DESIGN

PHOTO EDITING

UX / UI DESIGN

LOGOS & BRANDING

RESPONSIVE WEB DESIGN

SOCIAL MEDIA MARKETING

EMAIL MARKETING

COPYWRITING

tech proficiencies

ADOBE CREATIVE SUITE

HTML, CSS, JAVASCRIPT

NPM, VITE, SASS, BOOTSTRAP

MAILCHIMP, CONSTANT CONTACT

certifications

FOUNDATIONS OF
USER EXPERIENCE (UX) DESIGN
GOOGLE · SEPTEMBER 2021

TECHNICAL SUPPORT
FUNDAMENTALS
GOOGLE · SEPTEMBER 2020

education

AMERICAN UNIVERSITY
WASHINGTON, DC · MAY 2001

experience

CREATIVE DESIGNER / OFFICE MANAGER
COMPLETE WELLNESS ARTS & SCIENCE CENTER
DEC 2012 - PRESENT
BUFFALO, NY

- Serve as sole creative lead for a multi-tenant wellness center, functioning as an in-house agency responsible for all brand strategy, design, and marketing
- Originated brand identities from scratch for approximately 25 practitioners and businesses; adapted existing brand material for another 12 — spanning logos, business cards, brochures, flyers, signage, digital ads, email campaigns, and social media assets
- Built and maintain 8+ professional websites, managing design, content, and ongoing updates independently
- Coordinate marketing across print, digital, and web platforms for a roster of 19 active tenants simultaneously
- Manage venue operations including rental coordination, facility maintenance, tenant relations, custodial staff, and provide bookkeeping support

CREATIVE DESIGNER / OFFICE MANAGER
HYPERBARIC ADMINISTRATOR
HEALTH ESSENTIALS OF WESTERN NY
DEC 2012 - PRESENT
BUFFALO, NY

- Simultaneously manage full creative output for a medical clinic alongside day-to-day clinic operations, demonstrating the ability to balance strategic brand work with operational responsibilities
- Developed and maintain the company's complete brand system including logo, website, digital and print marketing materials, presentations, and patient-facing documents
- Administer Hyperbaric Oxygen Therapy treatments and maintain clinical equipment

EDI OPERATOR / GRAPHIC DESIGNER
RTA PRODUCTS
JUNE 2011 - NOV 2012
MIRAMAR, FL

- Processed daily Electronic Data Interchange (EDI) orders while contributing creative output including email marketing campaigns, social media content, and website updates
- Managed product spreadsheet data in parallel with graphic design responsibilities, demonstrating cross-functional range