

LORA STOCKER

GRAPHIC DESIGNER ■ ILLUSTRATOR ■ ARTIST

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ABOUT ME



I am a multi-disciplinary designer, illustrator, and artist with extensive experience in both print and digital environments. In my 20 years as a professional creative, I have had the pleasure to work with boutique, mom-and-pop businesses as well as large global brands. While I specialize in print and digital media, I have broad experience with advertising, apparel design, brand management, identity development, illustration, promotional packaging, publication design, social media management, and more. I hope to expand my professional portfolio to include new design challenges and a continually expanding roster of clients. To view my portfolio, visit lorastocker.com.

EXPERIENCE

Graphic Designer, Illustrator, Artist *Lora Stocker Designs*

[01/00-
Present]

Responsible for conceptualizing and developing original designs across various print and digital environments. Projects include advertisements, brand identities, brochures, emails, flyers, front-end web design, lapel pins, packaging, point-of-sale, social media campaigns, signage, t-shirts, tradeshow displays, and more. Additional responsibilities include art direction, meeting tight deadlines, planning and coordinating with various point people, and production facilitation.

- Service a highly diverse client roster spanning smaller, locally-owned businesses to large, global organizations in both corporate and non-profit worlds and crossing a variety of sectors including agriculture, arts, banking, charities, education, entertainment, government, pharmaceuticals, and more.
- Selected Client Roster: Artspace Gallery; Ava Gardner Trust; Bayer Pharmaceuticals; FilmStruck; Johnston County Arts Council; McDonald's; PNC Bank; PineCone Traditional Music Council; RBC Bank; Ronald McDonald House Charities; Smithfield Foods; Special Olympics; Town of Benson, NC; Turner Classic Movies; University of North Carolina at Chapel Hill

Owner, Graphic Designer *Pin Producers, LLC*

[12/04-
01/19]

Owner of a lapel pin and button company that focused on custom, high-quality products with unique designs at competitive prices. Responsibilities included designing each lapel pin or button, formatting pieces for the manufacturing process, and providing customer service to each client. Additional responsibilities included managing receivables and payables as well as negotiating production deals with overseas manufacturers.

- Produced and distributed over 650,000 lapel pins for a broad range of clients
- Selected Client Roster: Asbury University; City of Durham, NC; Duke University; Gorton's Seafood; Keystone Foods; McDonald's; North Carolina General Assembly; North Carolina Pork Council; Raleigh, NC Arts Commission; Raleigh, NC Fire Department; RBC Bank; Ronald McDonald House Charities; Special Olympics; United Aviation

Graphic Design Manager *RBC Bank (USA)*

[10/09-
03/12]

Responsible for in-house creative services for a banking organization with 5,000+ employees and 420 branches in six states across the southeast. Projects covered multiple internal and external disciplines including ATM marketing, digital signage, direct mail, email marketing, point-of-sale, web advertisements, and more. Additional responsibilities included the management of freelance designers, in-branch marketing resources, and digital archives.

- Served as brand steward, interpreting global brand standards for all marketing materials and ensuring compliance on vendor-produced projects
- Managed content and updates for marketing repository which housed customizable templates including advertisements, flyers, handouts, presentations, and special event materials
- Coordinated design and publication of quarterly internal magazine distributed to all employees



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EXPERIENCE

Marketing Director, Graphic Designer *F & D Huebner, LLC dba McDonald's*

[05/04-09/09]

Responsible for marketing, graphic design, public relations, and event planning for a chain of 14 McDonald's restaurants in a tri-county area with annual sales of \$34 million. Additional responsibilities included the design of promotional and internal communication materials, coordination of charitable requests, maintenance of corporate websites, photography at special events, writing award submissions and press releases, and managing production and event budgets.

- Coordinated employment campaigns by developing all recruitment materials and new-hire kits, scheduling advertising plans and special hiring events, and representing the company at job fairs
- Negotiated production costs for large promotional items and designed materials for in-house production where possible to meet budgetary constraints
- Writer, designer, and photographer for the company's quarterly newsletter

Art Director, Page Editor, Page Designer *Blue & White*

[11/02-12/03]

Responsible for managing a staff of student photographers and designers and editing the layout of each edition for a 32-page publication distributed nine times annually on the campus of UNC-CH. Additional responsibilities included collaborating with students to plan the content of each issue, giving assignments to staff photographers and designers, and preparing each issue for publication and overseeing print production.

Teaching Assistant, Lab Technician *UNC-CH School of Journalism & Mass Communication*

[08/02-12/03]

Responsible for preparing instruction materials and monitoring lab classes for "Introduction to Graphic Design" during three academic semesters. Additional responsibilities included assisting students with the technology and maintaining the functionality of six computer labs.

INVOLVEMENT

Ava Gardner Museum

[08/19-Present]

- Board Member, Marketing & Exhibits Committee Member, Social Media Marketing Volunteer

AIGA Raleigh

[12/12-Present]

- Member, Blog Contributor

National Park Service

[08/13-08/16]

- Creative Services Volunteer

United Arts of Raleigh & Wake County

[06/03-08/11]

- Creative Services Volunteer, Grant Committee Member

Benson, NC Foundation for the Arts

[06/03-08/11]

- Board Member, Branding Committee Chair, Youth Workshop Volunteer

Benson, NC Chamber of Commerce

[04/08-01/11]

- Downtown Revitalization Committee Member, Special Events Volunteer

Ronald McDonald House of Chapel Hill

[01/05-12/09]

- Board Member, Public Relations & Marketing Committee Chair

SKILLS

Design Software: Adobe Illustrator, Adobe InDesign, Adobe Photoshop

Other Software: Adobe Acrobat, Microsoft Excel, Microsoft PowerPoint, Microsoft Word

Traditional Media: Acrylics, Collage, Colored Pencil, Multimedia Sculpture, Pen & Ink

EDUCATION

The University of North Carolina at Chapel Hill

[08/99-12/03]

- Bachelor of Arts in Journalism and Mass Communication, Concentration in Visual Communication – Graphic Design
- Bachelor of Arts in Studio Art, Concentration in Sculpture

