

LAURIE SEGARS MORRISON

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AREAS OF EXPERTISE

Create engaging websites, compelling marketing materials and effective training and PowerPoint presentations.

Boost impact of websites and e-commerce sites via enhanced content and graphics.

Improve paper-based training manuals and online training by simplifying complex material thereby increasing comprehension and retention of the content.

Craft captivating Flash animation graphics that articulate complex technical information into a simplified graphical representation, such as an analogy or a network diagram.

Develop powerful print-based marketing materials such as proposals, posters, brochures, tradeshow displays, banners, identity packages and logo designs printed digitally or offset printing.

PROFESSIONAL EXPERIENCE

INDEPENDENT CONTRACTOR – 1997-Present
Role: Graphic designer, Training Materials Developer, Web Designer, Marketing Strategist

Increase effectiveness of clients' overall communication/marketing strategies and enhance clients' online and offline presence by creating, designing and implementing materials that promote and elevate existing brands, educate customers, expand client market share, impact employee motivation, and increase attendance at conferences. Expand business by cultivating and managing client relationships.

Materials created include: advertisements, identity (logos, business cards, letterhead, envelopes), PowerPoint Presentations, tradeshow items, and marketing materials that include brochures, proposals, postcards, invitations, program guides for themed events and websites.

Client: Controlled Chaos (Event Planning industry) – 2006 to Present
Role: Graphic designer, Training Materials Developer, Web Designer

Client: Ryan Gingerich, Connective Horsemanship (horse trainer) – 2006 to Present
Role: Graphic and Web Designer

Client: Network Solutions (Telecom Company) – 2002 to Present
Role: Graphic designer, Web Designer

World Wildlife Fund (Conservation Organization) – 2002 to Present
Role: Graphic designer, PowerPoint Production

AES (Global Energy Company) – 2002 to Present
Role: Graphic designer, PowerPoint Production

Client: Contour Communications (consulting firm) – 2002 to Present
Role: Graphic designer, Tradeshow marketer, Web Designer

Client: Direction Dynamics (consulting firm) – 2002 to Present
Role: Graphic designer, Training Materials Developer, Web Designer

MCI WORLDCOM (1994-2002)
Graphic Designer and Training Materials Developer

I created highly functional and effective web-based training, paper-based training, and PowerPoint-based presentations leading to increased effectiveness of sales team. This included both sales and product training materials. Maintained updates to the MCI intranet training portal. I also maintained content for the training website with 20,000 viewers and 13,000 files.

SOFTWARE

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe DreamWeaver, Adobe Acrobat, Adobe Flash, Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Microsoft FrontPage, Microsoft Access, QuarkXPress, Visual InterDev, Sound Forge, WinZip, FTP, HTML

EDUCATION

Bachelor of Fine Arts, University of Tennessee at Chattanooga
Graduation Date: May 1986
Major: Graphic Design
Honors: Magna Cum Laude

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