



LAURAN STUMP

GRAPHIC DESIGN & ILLUSTRATION

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PROFESSIONAL MATERIALS

Resume



Hello!
My name is
LAURAN STUMP
Graphic Designer & Illustrator

Education

B.A. in Graphic Design
Southern New Hampshire University, November 2017

B.A. in International Studies, Cum Laude
Minor in Japanese
Miami University, May 2012

Volunteer Experience

Arts Council of West Chester & Liberty
Member since 2015

International Art Attack Organization
Member since 2011

Software Skills

Ps

Ai

Id

Dw

Lr

Br

Pr

Work Experience

Hamilton County ESC
April 2017 - Present

Freelance
March 2015 - Present

Reynolds & Reynolds
November 2014 - September 2016

Pop Revolution Community Studio
August 2011 - November 2014

Graphic Designer & Web Developer

Print and web design.

Graphic Designer

Print and web design, logo and branding, illustration.

Print Designer & Programmer

Print design; programmed print servers.

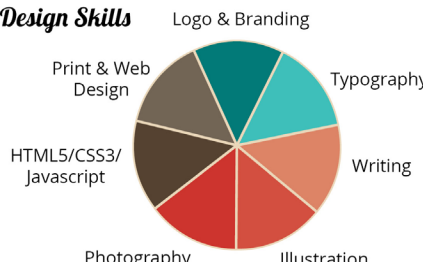
Studio Manager

Designed lesson plans and rubrics; coordinated public and private studio and gallery events.

Languages

English	Japanese	Spanish	Chinese
Native	Advance	Intermediate	Basic

Design Skills



Education

(513) 849-1208

lauranpaige@gmail.com

4999 Mercedes Dr., #10
Liberty Township, OH 45011

www.behance.net/lauranstump

Business Card




Leave-Behind Piece


Contact me anytime
or visit my portfolio online!

(513) 849-1208
 lauranpaige@gmail.com
 4999 Mercedes Dr., #10
Liberty Township, OH 45011
 www.behance.net/lauranstump

Lauran Stump



GRAPHIC DESIGNER
&
ILLUSTRATOR



I specialize in print and web design, illustration, and photography.

Here is some of the work that I have done.

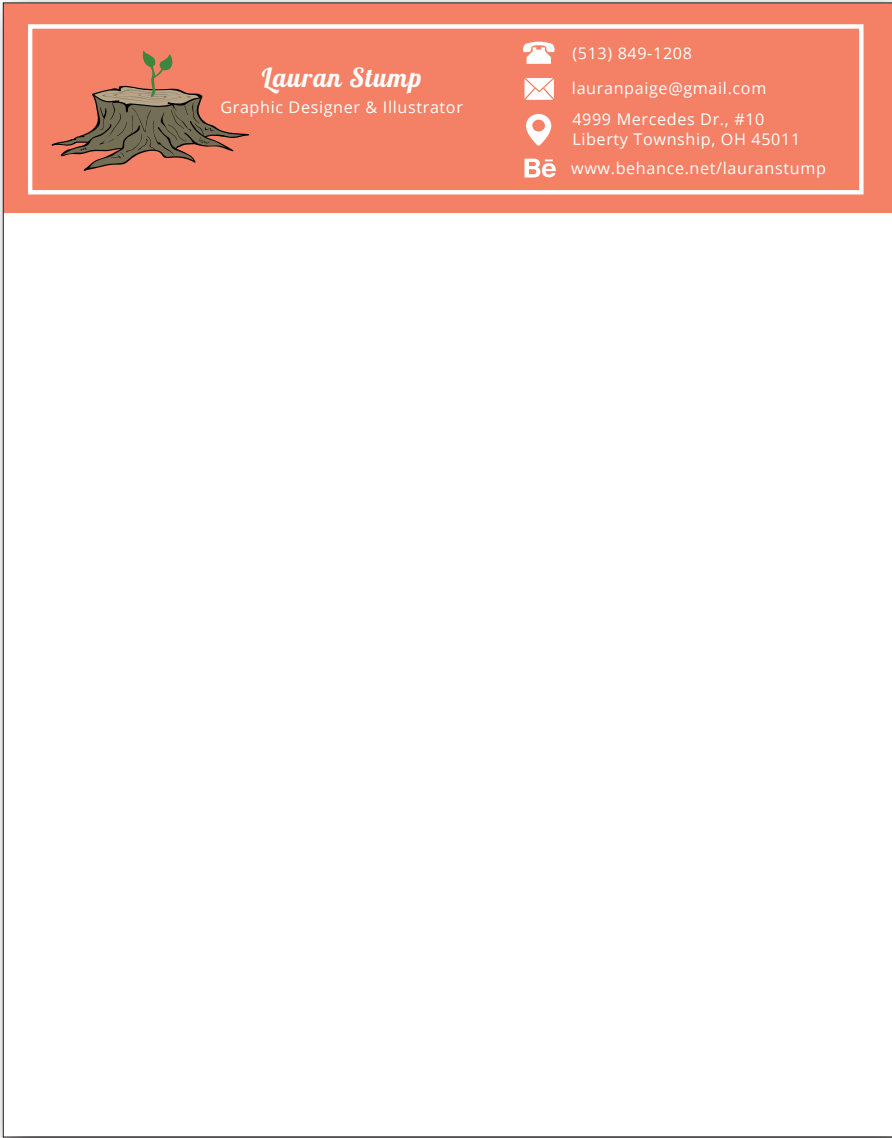
My name is Lauran Stump.
I am a Graphic Designer and Illustrator.

Hello!

Follow me on social media!

PROFESSIONAL MATERIALS

Letterhead



The letterhead design features a large white rectangular area with a thin black border. At the top, there is a horizontal orange bar containing contact information. On the left side of this bar is a logo of a tree stump with a small green sprout. To the right of the logo, the name 'Luran Stump' is written in a stylized font, followed by the title 'Graphic Designer & Illustrator'. Further right, four icons (phone, email, location pin, and Behance) are aligned vertically, each followed by its respective contact information: phone number (513) 849-1208, email luranpaige@gmail.com, address 4999 Mercedes Dr., #10 Liberty Township, OH 45011, and Behance profile www.behance.net/luranstump.

Luran Stump
Graphic Designer & Illustrator

(513) 849-1208
luranpaige@gmail.com
4999 Mercedes Dr., #10
Liberty Township, OH 45011
www.behance.net/luranstump

Envelope



The envelope design is a simple white rectangular area with a thin black border. It features the same tree stump logo as the letterhead, positioned in the upper left corner. Below the logo, the contact information is printed in a clean, sans-serif font: Luran Stump, Graphic Design & Illustration, 4999 Mercedes Drive, Liberty Township, Ohio 45011.

Luran Stump
Graphic Design & Illustration
4999 Mercedes Drive
Liberty Township, Ohio 45011

HUGO & MUNO

Print Collage



← *Hugo & Muno* →
PRINT DESIGN



TYPOGRAPHY



COVER DESIGN



ILLUSTRATION



EDITING

Hugo & Muno is a graphic design company that specializes in print design. Its brand identity is based on Odin's ravens, Huginn and Muninn, and is dedicated to gathering all of the necessary resources to create the perfect design for its global publishing customers.

PASTA AMORE

Table Tent



Pasta Amore is a restaurant whose mission is to provide a warm atmosphere for families and share the traditional cuisines of Italy. Pasta Amore combines the cooking traditions and ingredients of Italy with creativity, providing a modern twist on timeless classics, ensuring that the food will always be fun, fresh, and filled with love.

The table tent is set to a standard 5 in x 7 in size so that it captures attention and displays enough detail and texture without being overwhelming. One side of the table tent features a promotion for a new dessert that is fun, friendly, and casual, and is something that can be enjoyed by friends and family. Milkshake is a script typeface that introduces the promotional food item. Its calligraphic quality is reminiscent of the cursive handwriting used in Italy, and feels both whimsical and elegant. The text is white laid on a marinara red ribbon to capture attention and represents the creative personality of the food and the brand.

Klinik Slab is a slab serif font used for the main header and price information. It is a modern and professional typeface taken directly from the client's style guide to strengthen the message and personality of the brand. The client's red logo has been placed on the dark background to add warmth and vibrancy. The red logo stands out and adds a loving and passionate touch to the design. Goudy Old Style is used within the body text, taking key words from the style guide's mission statement to emphasize the message. The font is classic and sophisticated, and has been set to white on a dark background to increase readability.

PASTA AMORE

Brochure

ABOUT US

Our mission is to provide a warm atmosphere for your family where we can share the traditional cuisines of Italy.

Our food will always be fun, fresh, and filled with love.

CONTACT INFORMATION

Located on:
1234 Vine Street
Cincinnati, Ohio 12345

Hours:
Monday - Thursday
11:00 AM - 10:00 PM
Friday - Saturday
11:00 AM - 11:00 PM
Sunday
12:00 PM - 9:00 PM

Have Questions?
Give us a call at
(123) 456-7890
or email us at
info@pasta-amore.com

For More Information
Visit our website at
www.pasta-amore.com

PASTA AMORE



CATERING INFO

We cater to any event and provide available rooms for special occasions!






Appetizers	Drinks
Artichoke & Spinach \$7.00	Espresso \$2.75
Formaggio	Capuccino \$3.75
Bruschetta \$9.99	Lemonade \$1.50
Calamari Fritti \$10.99	Italian Soda \$2.50
Caprese Salad \$5.99	
Entrées	Desserts
Lobster Ravioli \$17.99	Crème brûlée \$3.99
Pizza Margherita \$10.99	Cannoli \$3.99
Shrimp Linguine \$14.99	Fruit Tart \$2.99
Spaghetti & Meatballs \$14.99	Tiramisu \$5.99

The trifold brochure is an appropriate, standard 11 in x 8.5 in size in for portability and convenience. The brochure incorporates the same graphics and photographs as the menu. Only images that were larger than 4MP with a resolution of 300 DPI were used to maintain quality. The front of the brochure features a close-up image of an inviting plate of pasta, which is a simple yet classic dish. The back features the location, hours, and contact information of the restaurant. Certain words have been emphasized to organize hierarchy.

As customers open the brochure, the first thing that they see is the "About Us" page describing the client's philosophy. This incorporates the client's mission and vision from the style guide, strengthening the message conveyed to the target audience. Catering information is the second thing that customers read, entering from the left side of the brochure and leading to the menu on the right. A similar style and page layout from the menu is used for the brochure. Clinic Slab is used for the headers, food items, and prices, while Goudy Old Style is used for the body text and descriptions. An image of a group of people represent the intended target audience, embellishing on the warm, friendly, and casual atmosphere of the restaurant. This focuses on the heart of the brand and also reiterates the intended message.

PASTA AMORE

Menu



Appetizers

- Artichoke & Spinach Formaggio** \$7.99
Warm cheese with grilled artichoke and spinach served with flat bread.
- Bruschetta** \$9.99
Toasted Italian bread topped with olive oil, salt, tomatoes, basil, and avocado.
- Calamari Fritti** \$10.99
Fried calamari with sliced lemon and tomato dipping sauce.
- Caprese Salad** \$5.99
Classic Italian salad made with sliced fresh mozzarella, tomatoes, and basil, seasoned with salt and olive oil.

Entrées

- Lobster Ravioli** \$17.99
Ravioli with a lobster filling, white cream sauce, and pesto.
- Pizza Margherita** \$10.99
Thin-crust pizza topped with fresh tomatoes, mozzarella cheese, and basil.
- Shrimp Linguine** \$14.99
Linguine with sautéed shrimp, hickory smoked bacon, white wine, and spicy marinera.
- Spaghetti & Meatballs** \$14.99
Spaghetti topped with homemade meatballs, marinera sauce, and parmesan.



Drinks

- Espresso** \$2.75
Dark, robust Italian coffee.
- Capuccino** \$3.75
Italian espresso topped with steamed milk.
- Pinot Grigio** Glass - \$6.99, Bottle - \$25.00
White wine imported from Sicily, Italy.
- Merlot** Glass - \$6.99, Bottle - \$25.00
Red wine imported from Sicily, Italy.

Desserts

- Crème brûlée** \$3.99
Vanilla bean custard with a caramelized sugar crust.
- Cannoli** \$3.99
Sweet ricotta filling with chocolate and cannoli pastry.
- Fruit Tart** \$2.99
Shortcrust pastry filled with an assortment of fruit.
- Tiramisu** \$5.99
Ladyfingers soaked in coffee, layered with creamy marscapone filling and dusted with cocoa powder.

1234 Vine Street
Cincinnati, Ohio 12345
(123) 456-7890
www.pasta-amore.com

PASTA
AMORE

Photographs of Italian cuisine frame the top and bottom of the menu to add color, texture, and interest, while an image of light wood grain was placed as the background and symbolizes a textured, friendly dinner table. This also symbolizes a warm and welcoming family atmosphere. Klinik Slab is a slab serif typeface used to label the more important information, while Goudy Old Style is a serif typeface that is used for the food item descriptions. The font is classic, creative, and pairs well with Klinik Slab. Green vector swirls have been added to the sides to separate and organize the headers. The vector swirls have been colored leafy green to resemble fresh herbs or basil. Dotted lines connect the food items with their respective prices for better organization. The dots are fun and casual, yet provide clear direction.

UPPER CRUST BAKERY

Magazine Advertisement



Grand Opening!

COME CELEBRATE THE GRAND OPENING OF THE



Upper Crust Bakery

SUNDAY JANUARY 1ST

123 BAKERS ST, CINCINNATI, OH 12345



15% OFF!

ON ANY SWEET TREAT!

+ ENJOY FREE SAMPLES OF OUR BAKERY DELIGHTS!

The Upper Crust Bakery is a well-known bakery that uses local ingredients in their recipes passed down from their home country of France, targeting an audience of men and women between the ages of 21 and 65 years old. The magazine advertisement is an 8.5 in by 11 in document with 300 DPI resolution in CMYK color mode. The main objective was to advertise the bakery's grand opening in their new location, as well as to advertise free sampling and limited time discounts to encourage customers to visit the company.

Using the type tool, pen tool, and shape tool in Illustrator, I created a logo of the company name and a symbol that represented the business. The logo was designed to look like a muffin, one of the company's well known and easily recognizable bakery items, with aromatic steam drifting from the top to represent "the smell of freshly baked goods filling the air. The main color palette consists of brown, red, white, gray, and beige, and is warm and inviting. The red suggests sweetness while the brown, beige, and gray are reminiscent of natural smells and earthy elements such as chocolate, grain, and other local ingredients. Red is also a color of the French flag, is and is a bold representation of important Parisian qualities such as passion and desire (hunger).

MUSIC TALKS WITH CHILDREN

Magazine Article 1



MUSIC TALKS WITH CHILDREN

by
THOMAS TAPPER

"Teach me to live! No idler let me be,
But in Thy service *hand and heart* employ." - BAYARD TAYLOR.

WHAT THE FACE TELLS.

Once a master said to a child: "If thou wilt study diligently, learn, and do good unto others, thy face shall be filled with light."

So the child studied busily, learned, and sought how she could do good unto others. And every little while she ran to the glass to see if the light was coming. But at each time she was disappointed. No light was there. Try as faithfully as she would, and look as often as she would, it was always the same.

I do not know if she doubted the master or not; but it is certain she did not know what to make of it. She grieved, and day after day her disappointment grew. At length she could bear it no longer, so she went to the master and said:

"Dear master, I have been so diligent! I have tried to learn and to do good unto others. Yet every time I have sought in my face the light which you promised, it has not been there. No, not a single time."

Now the master listened intently, and watching her face as she spoke, he said:

"Thou poor little one, in this moment, as thou hast spoken to me, thy face has been so filled with light that thou wouldst not believe. And dost thou know why? It is because every word thou hast spoken in this moment has come from thy heart.

"Thou must learn in the first days this lesson: When the thought and the deed are in the heart, then the light is in the face, always, and it is there at no other time. It could not be. And what is in thy heart when thou art before the glass? In that moment hast thou turned away from diligence, and from learning, and from the love of doing good unto others and in thy heart there is left only the poor curiosity to see the light which can never shine when it is sought. Thou canst never see the light of thy own face. For thee that light is forever within, and it will not prosper thy way to want to look upon it. It is only as thou art faithful that this is added unto thee."

Sorrowing yet more than before the little child said:

"Master, I do not understand what thou hast said, yet I believe thee; but the wish is yet within me to see the light of my face, if only for once. Thou who art wise, tell me why it is denied me."

And the master made answer:

"It is denied to us all. No one may see the light of his own face. Therefore thou shalt labor daily with diligence that thy light shall shine before others. And if thou wouldst see the light thou shalt cause it to shine in another. That is the greatest of all—to bring forth the light. And to do this, thou shalt of thyself be faithful in all things. By what thou art thou must show diligence, the love for learning, and the desire to do good unto others, even as these things have been taught thee."

**"If thou wilt study
diligently, learn, and do
good unto others, thy face
shall be filled with light."**



NEXT WEEK, PART 2 – WHY SHOULD WE STUDY MUSIC?

For this design, the same article was used to create two different magazine spreads designed with two different target audiences. This spread targets female music teachers and educators between the ages of 21 and 60. The headers consist of Rockwell, which is a slab serif typeface that is classic, yet legible, while the copy uses Open Sans, a sans serif font that is incredibly readable in small sizes due to its simplicity.

MUSIC TALKS WITH CHILDREN

Magazine Article 2



MUSIC TALKS WITH CHILDREN by THOMAS TAPPER

*"Teach me to live! No idler let me be,
But in Thy service hand and heart employ."*
— BAYARD TAYLOR.

WHAT THE FACE TELLS

Once a master said to a child:

"If thou wilt study diligently, learn, and do good unto others, thy face shall be filled with light."

So the child studied busily, learned, and sought how she could do good unto others. And every little while she ran to the glass to see if the light was coming. But at each time she was disappointed. No light was there. Try as faithfully as she would, and look as often as she would, it was always the same.

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"Thou must learn in the first days this lesson: When the thought and the deed are in the heart, then the light is in the face, always, and it is there at no other time. It could not be. And what is in thy heart when thou art before the glass? In that moment hast thou turned away from diligence, and from learning, and from the love of doing good unto others and in thy heart there is left only the poor curiosity to see the light which can never shine when it is sought. Thou canst never see the light of thy own face. For thee that light is forever within, and it will not prosper thy way to want to look upon it. It is only as thou art faithful that this is added unto thee."

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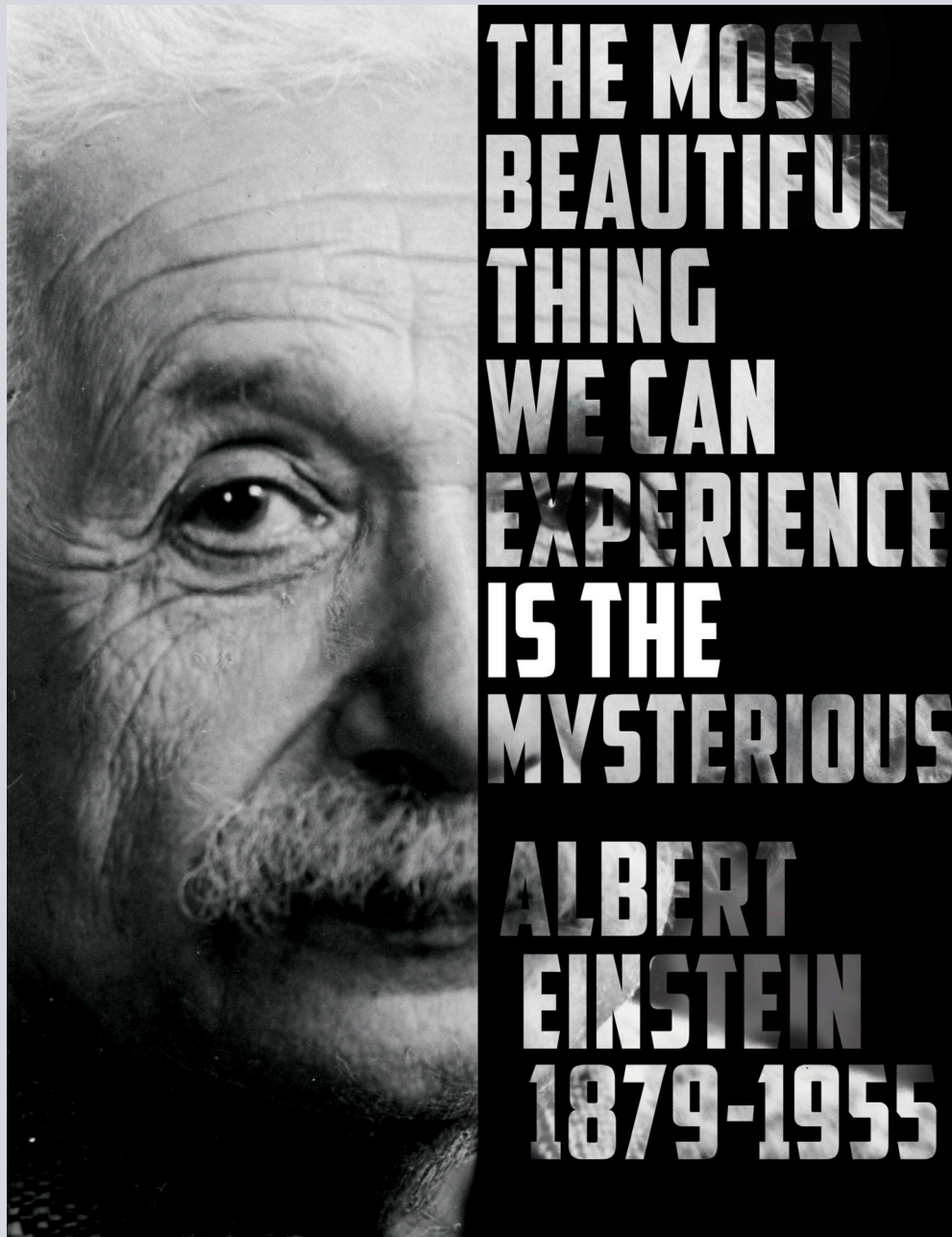
"It is denied to us all. No one may see the light of his own face. Therefore thou shalt labor daily with diligence that thy light shall shine before others. And if thou wouldst see the light thou shalt cause it to shine in another. That is the greatest of all—to bring forth the light. And to do this, thou shalt of thyself be faithful in all things. By what thou art thou must show diligence, the love for learning, and the desire to do good unto others, even as these things have been taught thee."

Next Week, Part 2 - Why Should We Study Music?

This spread targets a more general audience of female and male education teachers and administrators between the ages of 21 and 60. It uses a combination of the fonts: Josefin Slab is a beautiful and flexible serif typeface with a whimsical characteristic that demands attention, much like how children demand attention through their imaginative spirit and innovative creations, especially in music. Stellar is a slightly condensed sans serif type with a taller x-height to give it legibility and personality.

ALBERT EINSTEIN

Typography Poster



Albert Einstein was a German-born theoretical physicist developed the theory of relativity. This typography design was created using the sans serif font, American Captain, using Albert Einstein's quote for inspiration. The black and white image also creates contrast, adding a dramatic effect to the poster, while the black background on the right helps to bring the text further into the foreground without completely separating it from the composition as a whole.

FRANKLIN GOTHIC

Typography Poster

AMERICAN TYPE FOUNDERS

presents

BREAKING NEWS!

MORRIS FULLER BENTON CREATES

FRANKLIN GOTHIC

WHAT IS FRANKLIN GOTHIC?

Franklin Gothic is a typeface designed by Morris Fuller Benton in 1902. The font's most recognizable aspects include a two-story "a" and "g," particularly the ear of the "g." The bold letterforms give it a robust, modern look, while the subtle contrast in the stroke width gives it a warm and elegant look. Franklin Gothic is also one of the most widely used sans serif typefaces, suitable for newspapers, advertisements, and books.

Franklin Gothic is a realist sans-serif typeface designed by Morris Fuller Benton in 1902. This typography poster was created as an homage to the font. The overall poster is designed to look like a newspaper, one of the more popular media that commonly used Franklin Gothic. The poster also uses a variation of the font to demonstrate the versatility of the typeface.

CHARACTER SETS

1902

Franklin Gothic Book
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Franklin Gothic Medium
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Franklin Gothic Demi Condensed
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Franklin Gothic Heavy
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Gg

BEAD FEST

Event Advertisement



BEAD FEST
Tacoma

COMMIT TO YOUR JEWELRY GOALS

Make it official - **register** for a workshop!

f      BLOG

Bead Fest is an event that features its own unique workshops exposition, and atmosphere that is perfect for creating and discovering jewelry art inspiration. This advertisement was created for online use, using typefaces like Open Sans and Amatic SC, sans serif typefaces that are both easily legible and readable. The advertisement creates a call to action from its target audience to register the event through networking platforms.



LET'S WORK TOGETHER !

CONTACT ME OR FOLLOW ME ON SOCIAL MEDIA

lauranpaige@gmail.com

Bē



in



<http://geocities.ws/lauranstump/>