

PORTFOLIO

\* phoebelasater.design

CONTACT

\* phoebe.lasater@gmail.com  
512 820 2010

Education

**Northeastern University** BOSTON MA  
BA in Graphic Design & Communications,  
Honors Program, Dean's List, Magna cum laude

**Northeastern Study Abroad** BARCELONA SPAIN  
Coursework in gender and gentrification through  
ethnographic research.

Skills

Software & Tools

ADOBE CREATIVE SUITE  
InDesign, Illustrator, Photoshop,  
After Effects & Premiere

Figma

PROJECT MANAGEMENT & COMMUNICATION  
ClickUp, Slack, Notion, Wrike

Aptitudes

Brand Identity  
Packaging Design  
Layout & Editorial  
Social Media

Additional

Copy editing & proofing  
Event planning

Hobbies & Interests

Reading, traveling, yoga, hiking, swimming & sunshine,  
fashion & thrifting, plant-based cooking, afternoon  
iced coffee (former barista here), Beautiful Anonymus  
(my favorite podcast)

Ask me about...

My seven months traveling through Europe!  
My work with Strong Women, Strong Girls  
Hiking the Camino de Santiago

Experience

**Sprout Studios** BOSTON MA / REMOTE

\* **Graphic Designer** [JUNE 2021 - APRIL 2024]  
Work as part of the Graphics team on internal and client  
projects. Develop brand identities for start-ups, non-profits and  
companies and execute across app, web, and packaging and  
print assets. Create deliverables based on current brand guides  
for clients. Create presentation decks, conduct competitive and  
design trend analysis, and audit existing assets. Design social  
media graphics for Instagram. Notable clients include Staples,  
LG, and Pakt.

**Rooted Living** BOSTON MA

\* **Freelance Designer** [SEPTEMBER 2020 - MAY 2021]  
Continued execution of the brand created with Scout. Worked  
with client and print production to create the packaging for the  
product launch.

**Scout** BOSTON MA

\* **Studio Designer** [SEPTEMBER 2020 - MAY 2021]  
Designed project deliverables, at the direction of the Project  
Lead, according to the project proposal. Part of the design team  
creating brand identities for two different clients, Rooted Living  
(packaging/print) and The Alleyway (UI/UX, web).

**The Avenue Fashion Magazine** BOSTON MA

\* **Design Director** [SEPTEMBER 2019 - MAY 2021]  
Led the design team in execution of the layout of the magazine,  
working closely with the Editor-In-Chief, Creative Director, and  
Photo Editor.

**Design Team** [SEPTEMBER 2017 - 2019]

Collaborated with writers and photographers to design article  
spreads, as well as opening layouts.

**Boston Beer Company** BOSTON MA / REMOTE

\* **Graphic Design Co-op** [JANUARY - AUGUST 2020]  
Worked on the Custom Creative Services Team to design point  
of sale materials for sales representatives, as well as support all  
marketing programs on multiple brands, including Twisted Tea,  
Samuel Adams and Truly.

**May Designs** AUSTIN TX

\* **Graphic Design Intern** [JUNE - AUGUST 2019]  
Worked with the graphic designer to design pattern collections,  
agenda layouts, social media graphics, as well as assist in  
executing product photo shoots.

**State Street Global Advisors** BOSTON MA

\* **Marketing/Design Co-op** [JANUARY - JUNE 2019]  
Worked full-time on the design team to create images, figures  
and other collateral for the marketing and branding of State  
Street Corporation.