Phoebe Lasater

pronouns: she/her

PORTFOLIO

phoebelasater.design

CONTACT

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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 Anonymous (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

Freelance AUSTIN TX / REMOTE

- **Graphic Designer** [JANUARY 2024 - PRESENT]
  Created social media assets for clients such as Stylest, a fashion clothing company, and Nuvitru, a health and wellness brand. Worked with various brands in conjunction with Sprout Studios, including Staples. Created brand identity and marketing signage for local artists, including By a Thread.

Sprout Studios BOSTON MA / REMOTE

- **Graphic Designer** [JUNE 2021 - APRIL 2024]
  Worked as part of the Graphics team on internal and client projects. Developed brand identities for start-ups, non-profits and companies and execute across app, web, and packaging and print assets. Created deliverables based on current brand guides for clients. Created presentation decks, conducted competitive and design trend analysis, and audit existing assets.

Rooted Living BOSTON MA

- **Freelance Designer** [SEPTEMBER 2020 - MAY 2021]
  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]

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]
  Designed pattern collections, agenda layouts, social media graphics, as well as assisted in executing product photo shoots.

State Street Global Advisors BOSTON MA

- **Marketing/Design Co-op** [JANUARY - JUNE 2019]
  Created images, figures and other collateral for the marketing and branding of State Street Corporation.