



# Design Project Portfolio

**2018-2021**

Best Selected

**Graphic Designer**

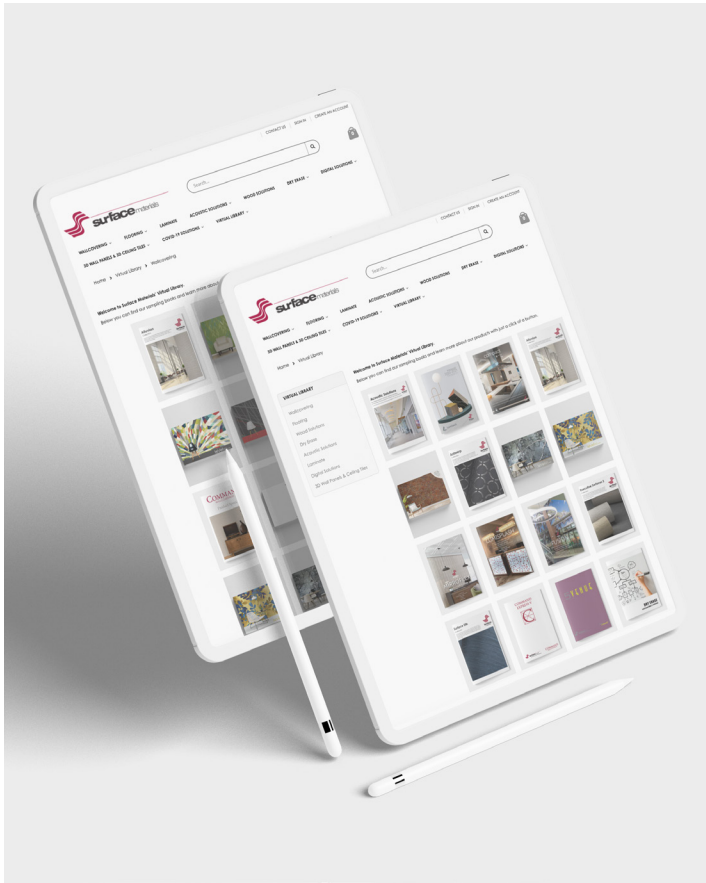
Laura M. Fox

## Virtual Library

Surface Materials  
Website Designing

Due to closed offices and online meetings because of COVID-19, Surface Materials wanted to provide a virtual library to customers at any time. This section on the website can provide product images and information all while social distancing.

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## Wallcovering

Surface Materials  
Website Designing

Surface Materials wants wallcovering to be easier to select than ever. Now you can browse by type of wallcovering, color, and product feature. All digital tip cards and product specifications are also easily found within each product category.

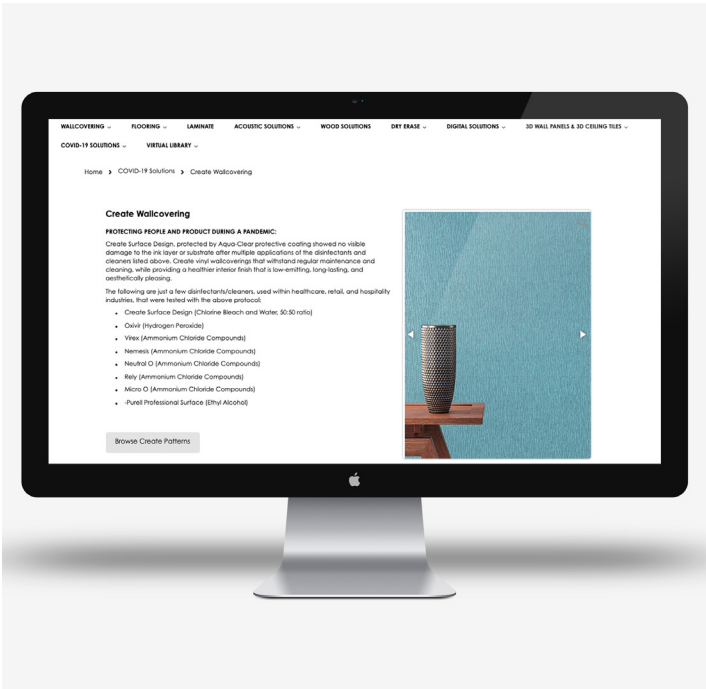
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## Laminate

Surface Materials  
Website Designing

Surface Materials wants laminate to be easier to select than ever. Now you browse by manufacturer, color and product feature. Learn more about laminate and its product specifications quickly and effectively under our laminate section.

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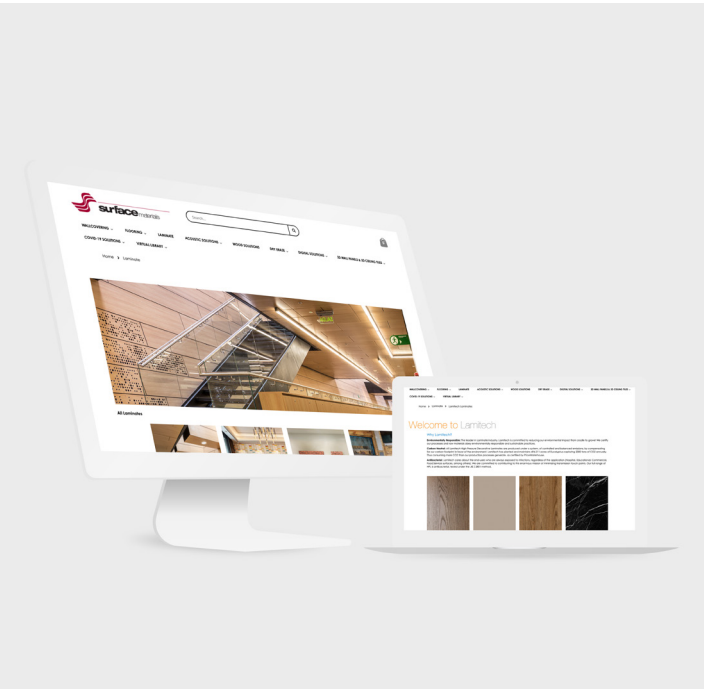
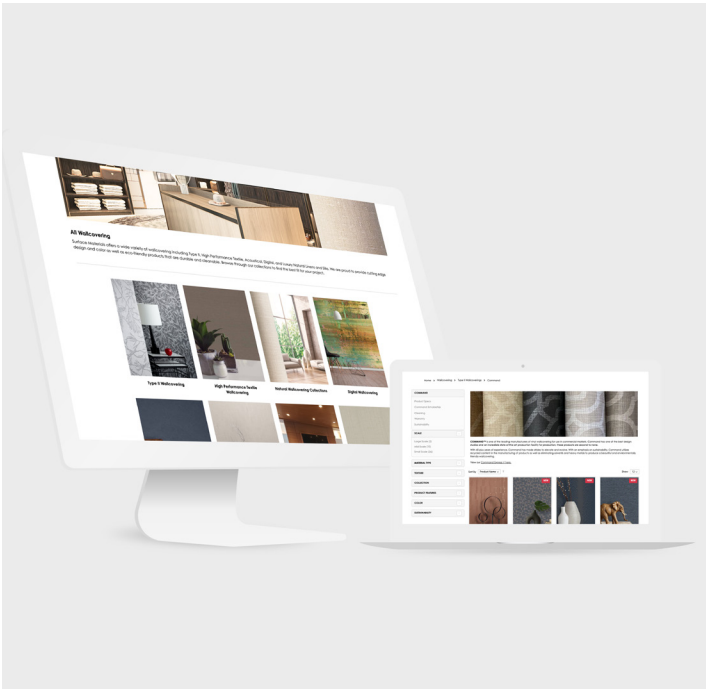


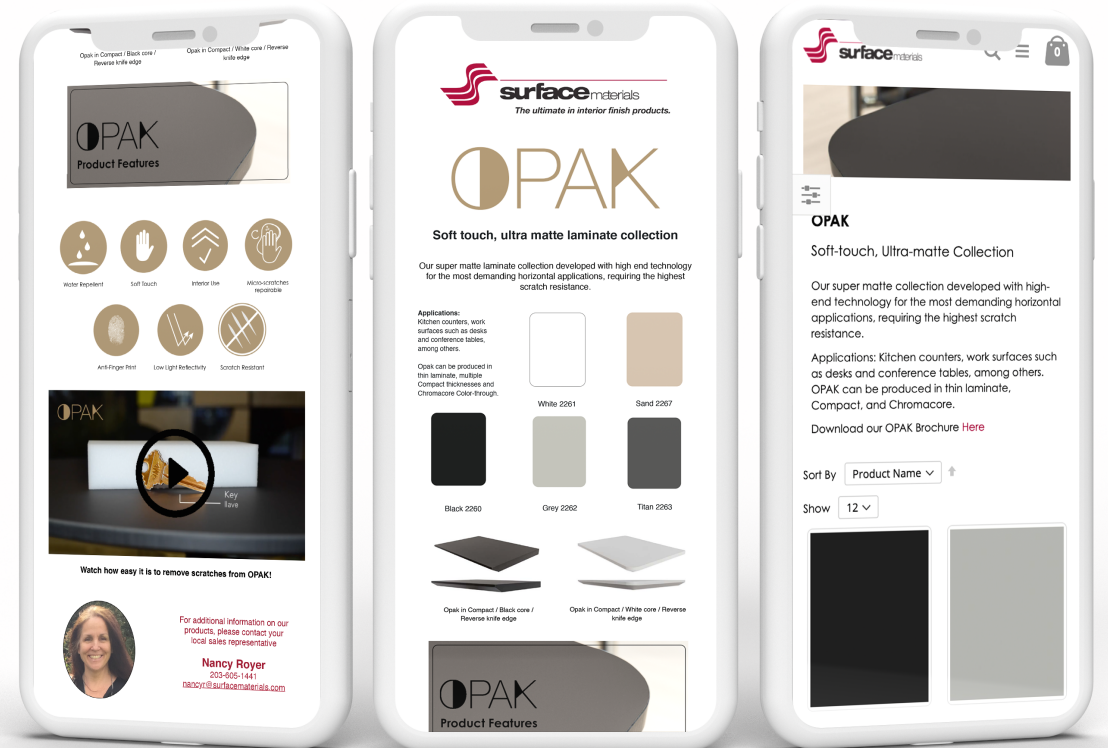
## Covid-19 Solutions

Surface Materials  
Website Designing

Surface Materials is proud to provide various products to help combat COVID-19. These products ranging from laminate to digital wallcovering. With this section of website you can browse with safety.

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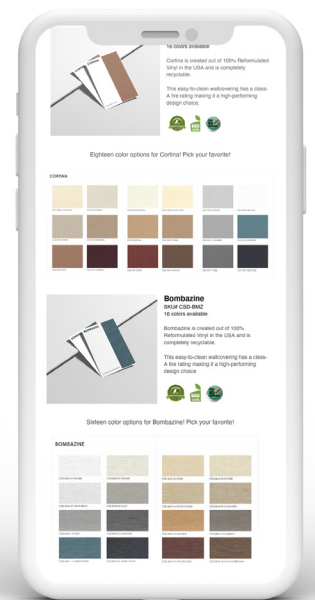
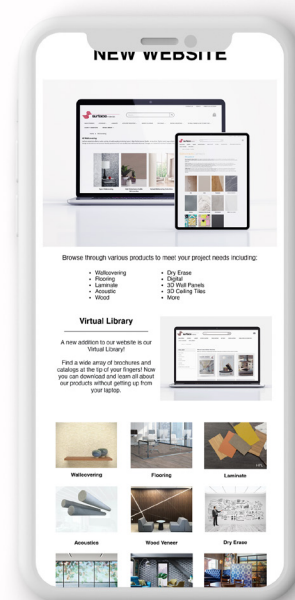




## Email Blasts

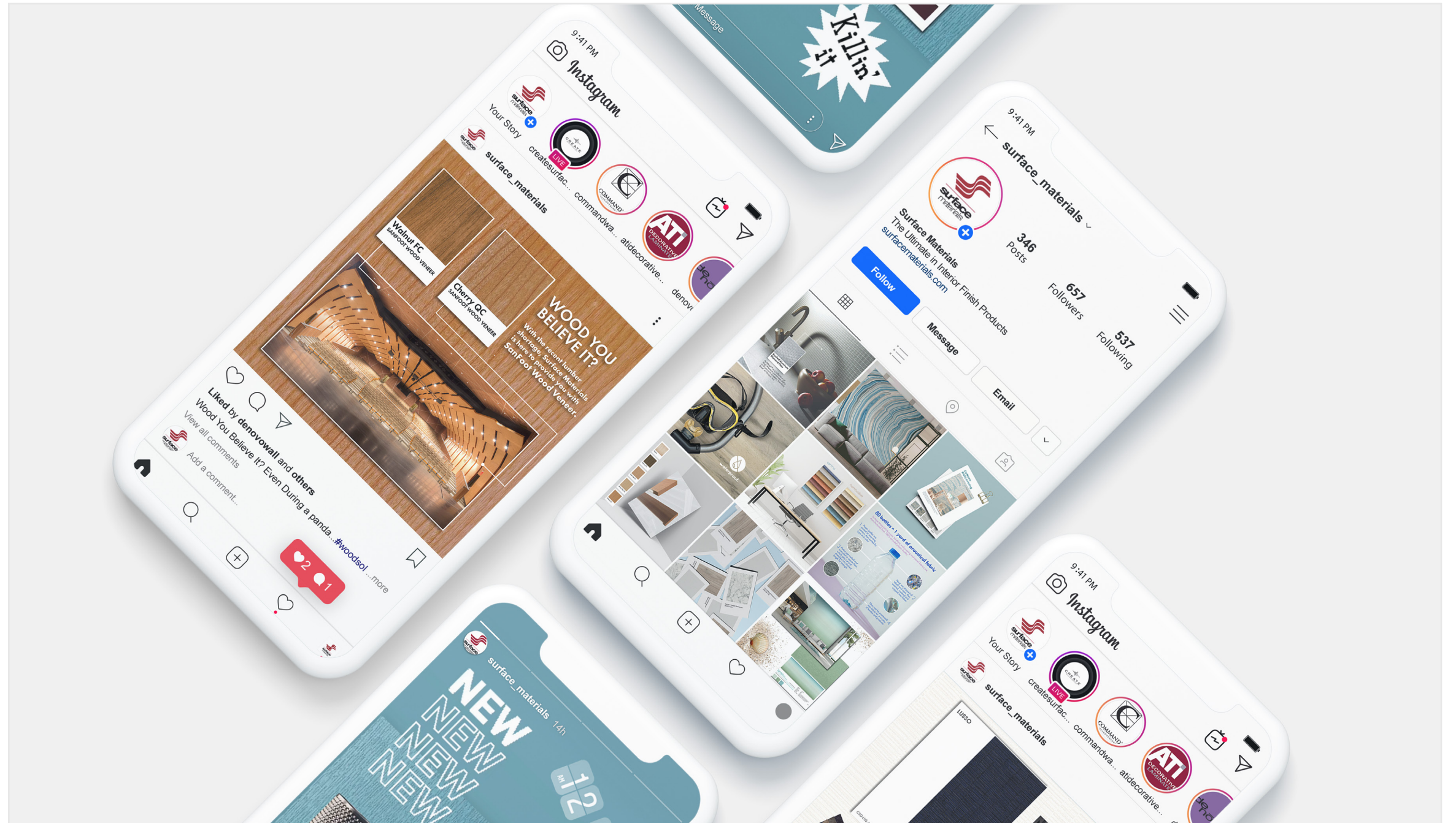
### Surface Materials Email Marketing

To keep in constant contact with customers, Surface Materials sends out 2-3 email blasts a month. They cover our popular products, new updates with the website, how to save money, and general information and videos. An email is sent for all 14 of the sales reps and reporting and analytics are collected 7 days after the email blast is originally sent.





## Instagram Posts



Surface Materials  
Social Media Management

As social media became more and more popular, Surface Materials wants to reach as many customers and designers as we can. One way we do so is through frequent social media posts and stories. We can be found posting 2-3 times a week on Instagram, Facebook, LinkedIn, Twitter, and Pinterest. Since posting has become more consistent within the past 7 months, we have gained over 200 new followers on our platforms.

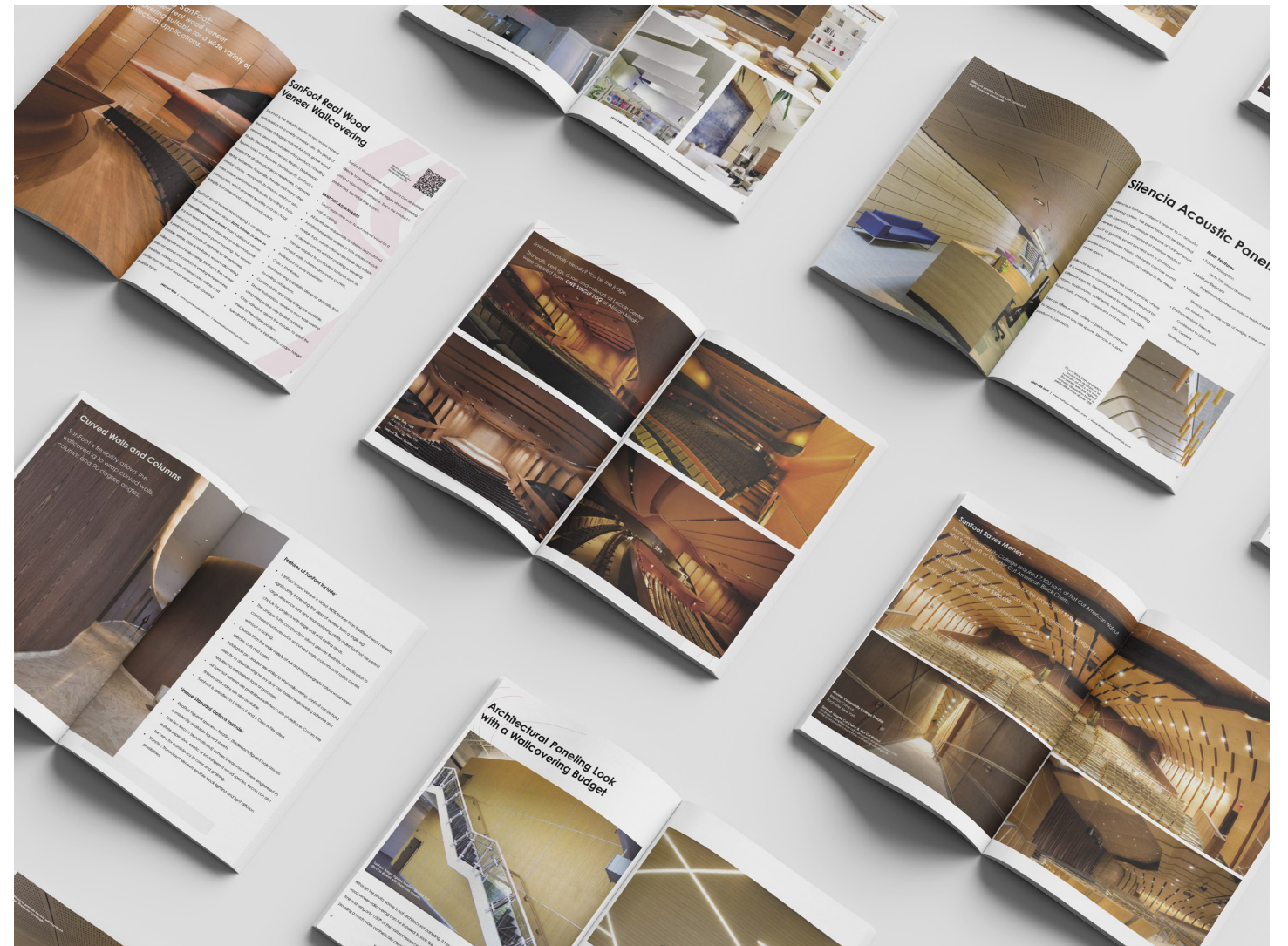
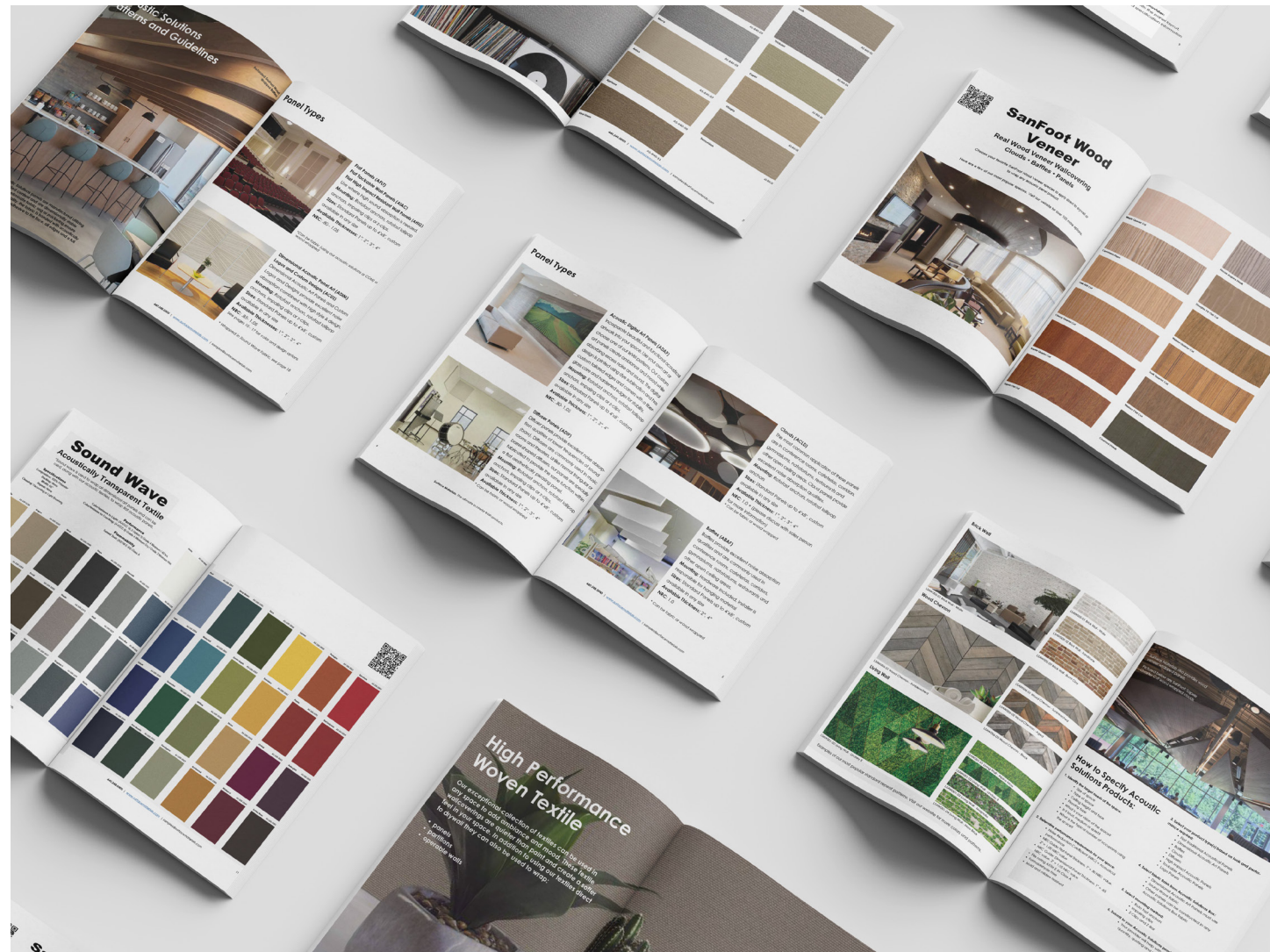


# Acoustic Solutions and Wood Solutions Brochure

Surface Materials  
Class: Grapic Design

My first 2 projects at Surface Materials were creating an acoustic brochure and a wood brochure. These brochures are places at various design companies and sent out with order samples. All copy with written and proofed by myself.

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# A Magazine Vol. 8

A Magazine  
Art Director

My senior year of college I was the art director for A Magazine, an all student-run organization on the Kent State University campus. Each fall we release a print issue magazine covering, fashion, beauty, and culture. I was lucky enough to work with all of the editorial board to create an award-winning issue in the fall of 2019.



## Make Malls Great Again

Surface Materials  
Social Media Management

We drew inspiration from i-D magazine and Vogue. We also wanted to keep a fun light vibe and showing how much you can do around the Kent area.

## A Little High, A Little Low

Surface Materials  
Social Media Management

We wanted to focus on taking a step back from social media, putting our phones down, and interacting with each other and the environment.



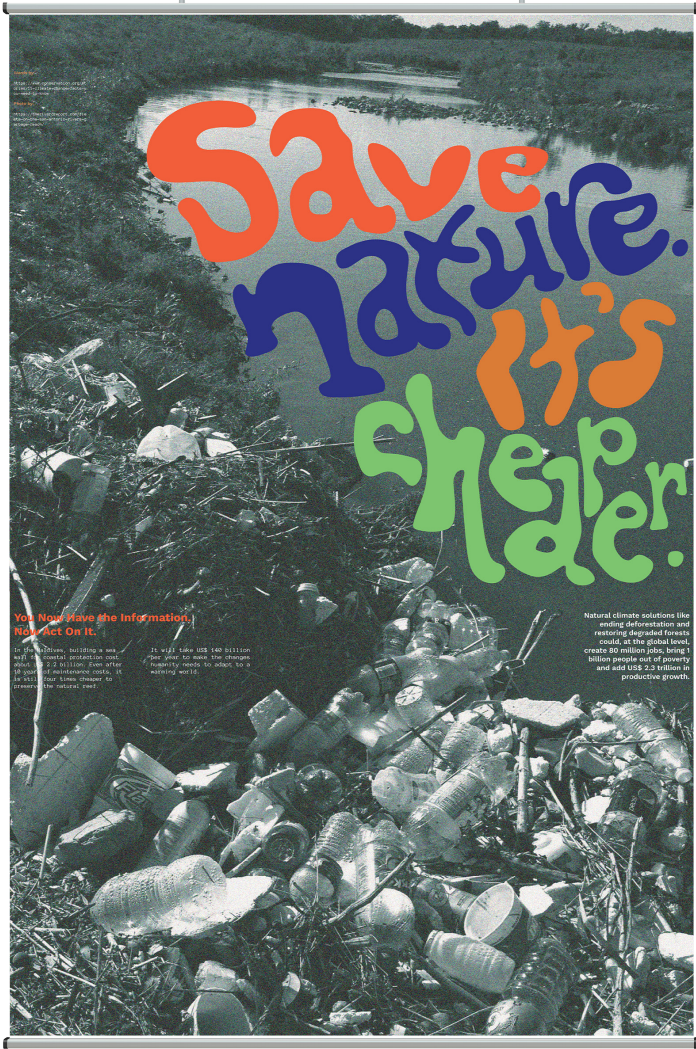
## 50 Years Later...

Surface Materials  
Social Media Management

My senior year at Kent was also the 50th anniversary of the Kent State Shooting. We wanted to focus on how life has changed from 1969-1970 and comparing the culture between our lives now and their lives.







# Save Nature. It's Cheaper.

Year 4  
Class: Advanced Typography II

I created a poster that incorporated imagery and typography for a social cause: to challenge; to question; to assert. I was inspired by a class discussion. I wanted to consider the semiotic and rhetorical power of typography to expand and amplify my message.



# World Wildlife Foundation Ad

Year 4  
Class: Advertising Illustration

The assignment was to create an advertising poster sponsored by a public interest group. I wanted to catch the viewer's attention but not turn them off. My goal was to make the viewer think while walking away with a lasting image on their mind. I chose climate change.