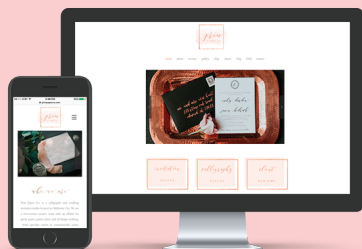




Laura Wilcox

[DESIGN PORTFOLIO]



what you'll see...

brochures

websites

logos

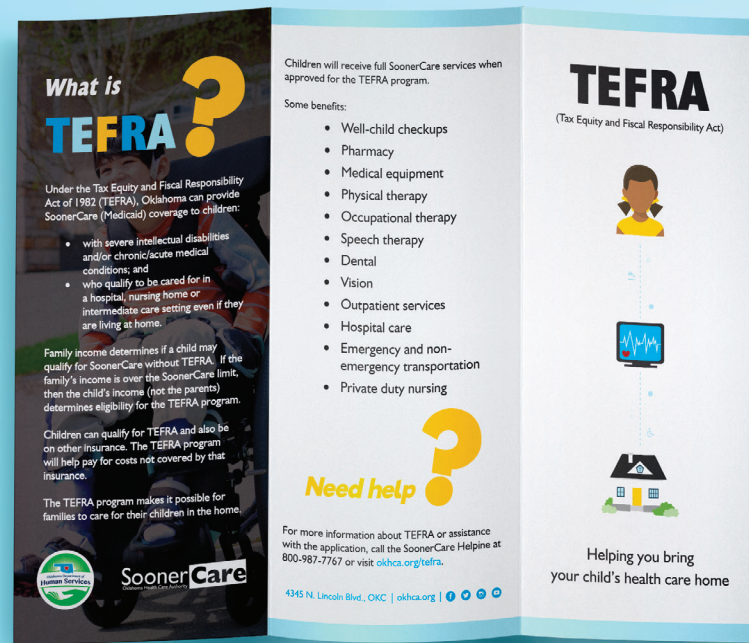
publications

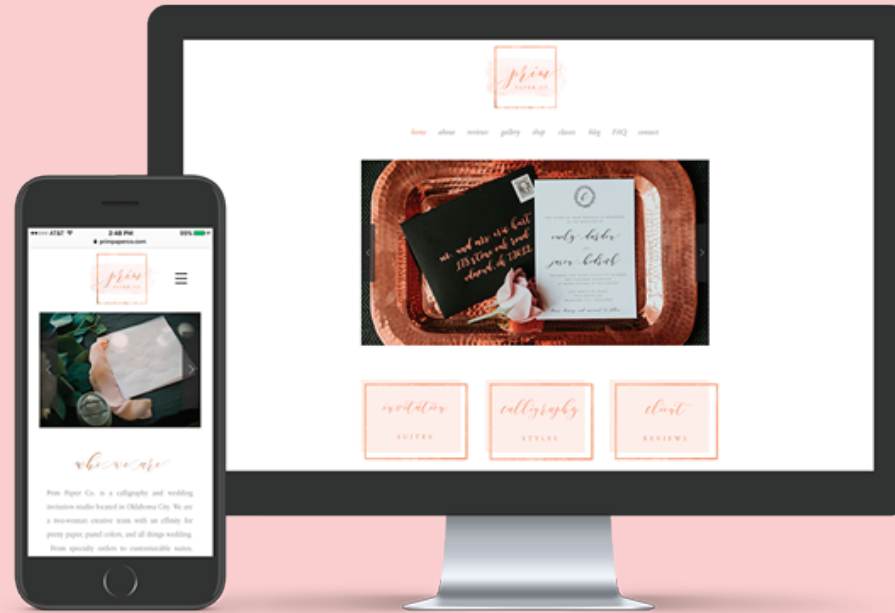
infographics

apparel

brochures

Trifold, bifold and gated – oh my! Brochures are a communications staple, but fresh designs and bold colors can help an old tactic seem brand new. I believe brochures are best appreciated in-person, which is why physical samples of my work are available upon request.





websites

With experience on WordPress on Wix platforms, I design sites with user engagement in mind by utilizing interactive graphics, hover effects, lightboxes and other cutting-edge tools. Click any of the sites below to see my work in action.

The Floor Gallery | Eagle One Aviation | Prim Paper Co.

Logos

I believe logos are the cornerstone of any cohesive brand. Below is a collection of my favorite logo designs, built for both corporate and freelance clients.

The logo for SoonerFit features the word "SoonerFit" in a green, sans-serif font. The letter "o" in "Sooner" is replaced by a yellow bicycle icon, and the letter "t" in "Fit" is replaced by a yellow running figure icon.

SoonerFit

The logo for JONESPR features the word "JONESPR" in a bold, sans-serif font. The letters "JONES" are in red, and "PR" is in black.The logo for Latched on nutrition features the word "Latched" in a large, multi-colored, sans-serif font. Below it, the words "on nutrition" are written in a smaller, green, sans-serif font.

publications

I served as the lead designer and/or layout editor for the following print publications, including the award-winning TRACKS newsletter. To flip through any of the publications below, simply click the image.



[OHCA ANNUAL REPORT]



[TRACKS NEWSLETTER]



[SWOSU ALUMNI MAGAZINE]

infographics

An organizational junkie by nature, infographics are a favorite of mine to design. I love the way data can be summarized so simply into eye-catching graphics and organized charts. The following are a few of my all-time favorite infographic projects, including "Your Day Starring Digital Technology", which received the 2016 Verizon PR Summit Award for best original campaign pitch.

Enjoy!



Your Digital Day

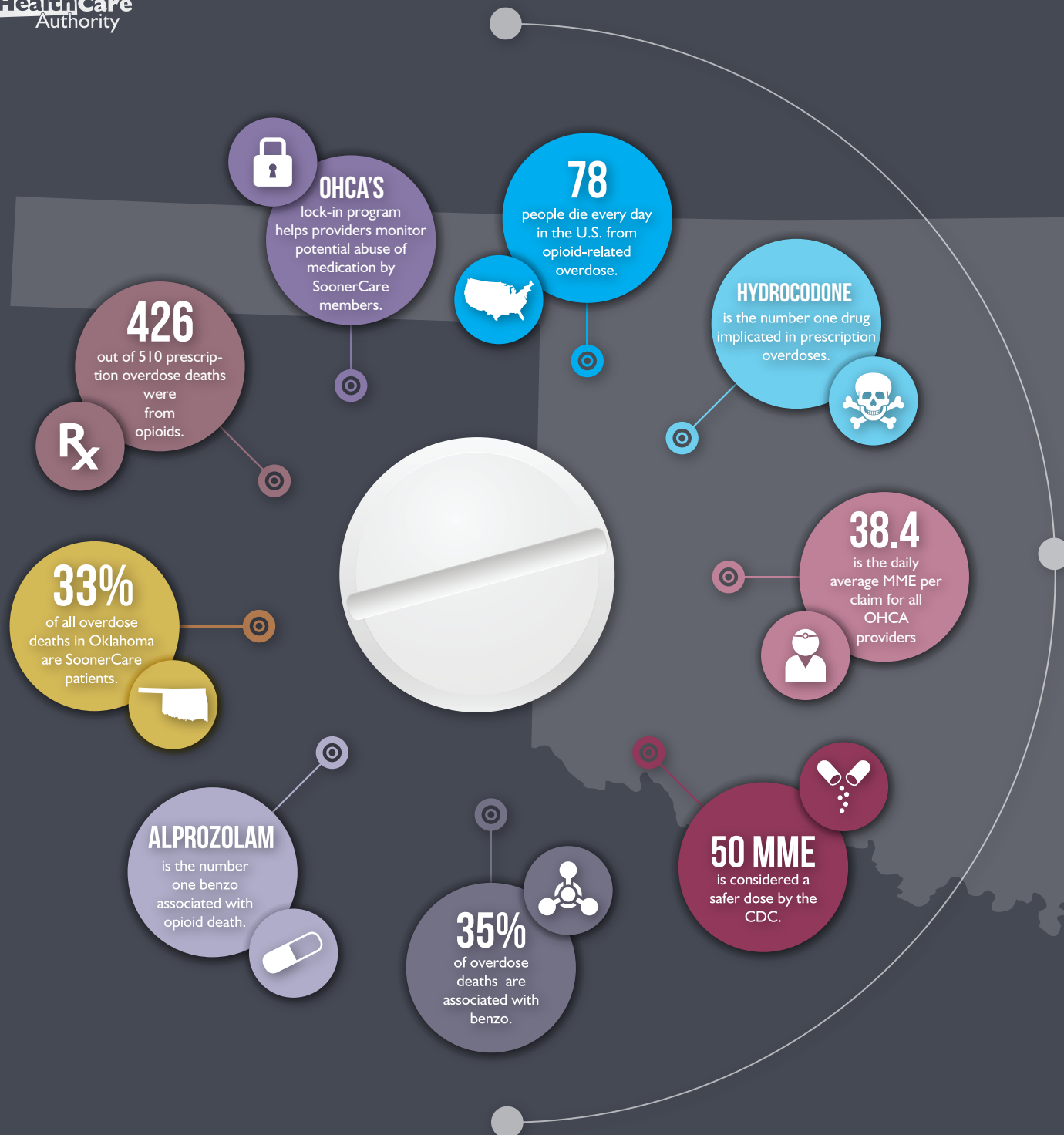
STARRING

TECHNOLOGY

HOW TO PLAY

GO THROUGHOUT YOUR TYPICAL DAY, USING TECHNOLOGY TO ADVANCE ALONG THE BOARD. STAY CONNECTED AND SAVE AS MUCH TIME AS YOU CAN TO WIN!





the problem

Oklahoma ranks as one of the highest states for drug overdose deaths, and Medicaid patients are at a higher risk of opioid overdose than non-Medicaid patients.

the facts

Understanding Oklahoma's opioid crisis is the first step. To see OHCA's average MME per claim per day by NPI prescriber primary specialty, please reference the chart on the back.

the solution

OHCA encourages proper prescribing. For more information and helpful resources, visit okhca.org/painmanagement.

Note: Data collected from 2014-2017.

Cigarette Butt Pollution

Cigarette butts are the most littered item in the United States, yet few people realize the negative, long-term impact a single butt can have on the environment.

Toxic

Cigarette butts contain 60 known carcinogens

Benzene Furan Lead
Isoprene Vinyl Chloride
Cadmium Nitromethane
Arsenic Polonium-210 Formaldehyde
Acetaldehyde Beryllium

It takes



seconds
to collect a littered
cigarette butt.

1.6 billion
pounds of cigarette
butts are

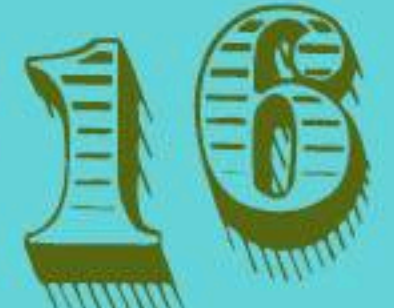


littered
each
year.

Cigarette butt removal costs
can range from



to



MILLION DOLLARS

Most cigarette litter
is found within

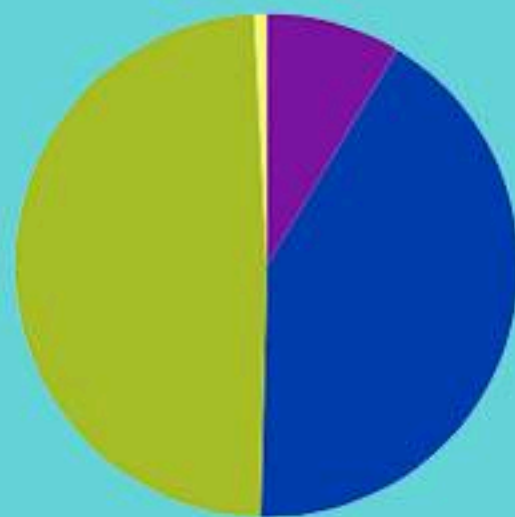
10 FEET



of a
permanent
trash receptacle.

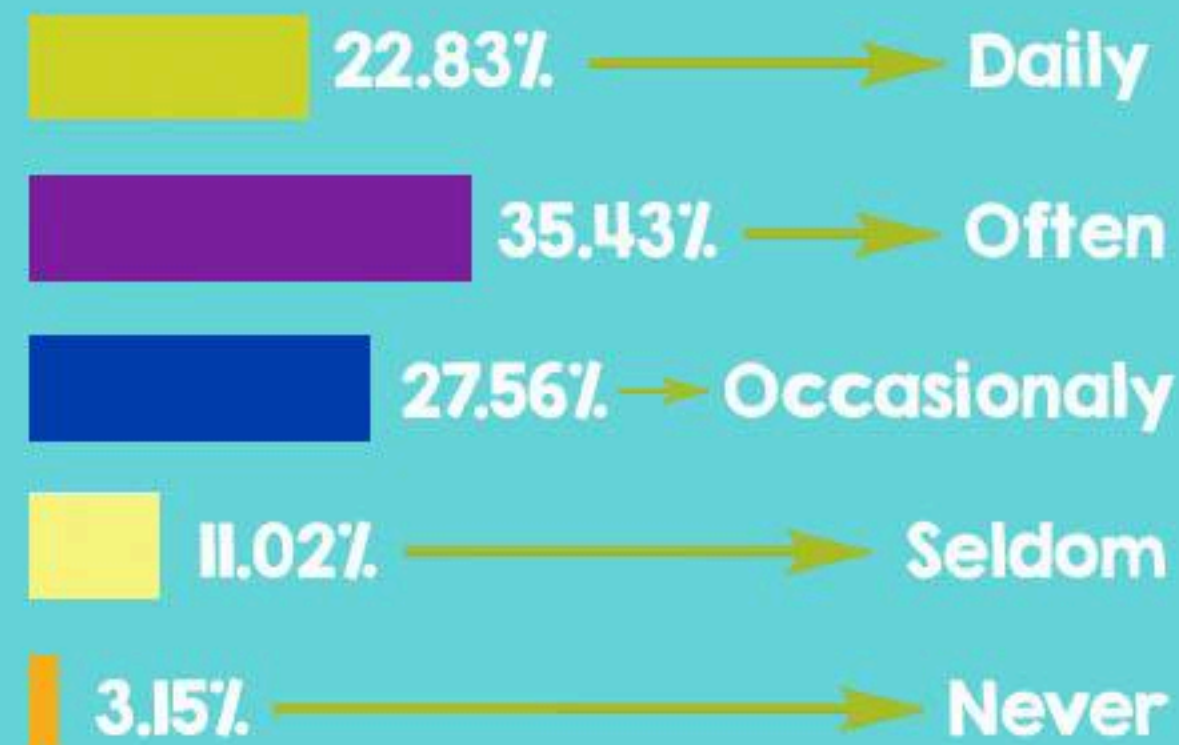
Are cigarette butts biodegradable?

The majority of college students are unsure.



Yes No Unsure No Response

College students notice cigarette butt litter.



Cigarette
butts cause

90,000
FIRES

each year
in the U.S.

apparel

My fashion experience includes designing custom apparel for state agencies, sports leagues, online vendors like TeePublic and local print shops, including Simpson Shirt Co. and Jakd Up Tees.





ready to chat?

If you like what you see, get in touch! For my resume, recommendations and a more comprehensive view of my professional experience, please visit my website.

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