



# James Laubach

(269) 340-9039  
jameslaubachdesign@gmail.com  
[jameslaubachdesign.com](http://jameslaubachdesign.com)  
Grand Rapids, MI

## Education

**BFA, Graphic Design**  
Kendall College of Art and Design  
December 2015

## Skills

**Design Tools**  
Adobe Creative Cloud  
Illustrator, InDesign, Photoshop  
Microsoft Office & Copilot

**Creative Expertise**  
Art Direction  
Branding & Identity  
Layout & Print Design  
Illustration & Copywriting

**Visual Production**  
Photography & Styling  
Digital Imaging  
Video Editing & Production

**Digital & Marketing**  
Agile Workflow  
Web & Digital Branding  
Social Media Content Creation  
Brand Development & Strategy  
Audience Engagement & Growth  
Vendor & Stakeholder Relations

**Fabrication & Set Design**  
Set, Costume & Prop Design  
Fabrication & Prototyping

## Industry Experience

### Promotional Creative Team Lead, Meijer, Inc.

July 2025 – Present

- Direct a team of 4 designers, overseeing workflow, communications, and cross-functional collaboration.
- Oversee \$4.6M annual marketing budget, ensuring accurate tracking and reporting each fiscal period.
- Spearhead vendor and stakeholder partnerships, leveraging AI tools and trend insights to streamline processes, ensuring marketing campaigns are delivered on time and aligned with brand standards.

### Senior Graphic Designer, Meijer, Inc.

May 2023 – Present

- Design creative assets for weekly marketing campaigns distributed across 250+ retail locations.
- Train and mentor new team members, accelerating onboarding and improving team efficiency.
- Coordinate with external print vendors to maintain production schedules and uphold quality standards.

### Graphic Designer, Meijer, Inc.

November 2016 – April 2023

- Produced promotional marketing materials in a fast-paced, deadline-driven environment.
- Collaborated with cross-functional teams to adapt creative assets to evolving marketing strategies and company-wide initiatives.
- Awarded the Meijer Marketing MVP (2020) for delivering innovative design solutions that enhanced brand consistency.

### Art Director & Designer, James Laubach Design, LLC

November 2016 – Present

- Designed website, outdoor signage, and branded marketing materials for Toole Construction (2025), enhancing brand visibility and community presence.
- Developed logo and branding system for Rockford Sportsplex (2022), creating a consistent identity across print and digital platforms.
- Delivered branding and promotional design for local businesses including The Mane Attraction Salon, Lyons Industries, and 5th Street Car Wash (2016).

## Creative Projects & Community Engagement

### JamesGetsSpooky – Founder & Creative Director

Multidisciplinary Creative Brand (Costume & Prop Design)

- Commissioned by Team17 to create a custom cosplay for the launch of Blasphemous 2; performed at Gamescom 2023 (Cologne, Germany) and placed 3rd overall in the international cosplay contest.
- First sponsored artist for The Foamory, with work featured across their marketing campaigns, website, and Amazon listings.
- Featured guest at conventions including Nightmare Weekend Chicago 2025 and Momocon 2025, serving as a judge, panelist, and community ambassador.

### Volunteer Roles

- Face Painter – Family Day Celebration (2025)
- Purple Cow Mascot – Bring Your Kid to Work Day (2025)
- Holiday Grocery Bagger – Store Volunteer Initiative (2022–2024)