



James Laubach

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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)