



James Laubach

jameslaubachdesign@gmail.com
(269) 340-9039 | Grand Rapids, MI
jameslaubachdesign.com

Education

BFA, Graphic Design

Kendall College of Art & Design

Skills

Art Direction
Brand Development
Campaign Systems
Social Media Strategy
Project Management
Agile Workflow
A.I. Exploration
Fabrication

Software

InDesign
Illustrator
Photoshop
After Effects
Animate
Canva
Figma
ChatGPT
Microsoft Office

Experience

Senior Visual Designer, Meijer, Inc.

May 2023 – Present

- Lead designer for print and digital creative on Meijer's largest personalization marketing campaign, Hand Picked Offers, reaching more than 4 million customers each month.
- Design creative assets for brand marketing campaigns distributed across 270+ retail locations.
- Coordinate with external vendors to maintain production schedules and uphold quality standards chain-wide.
- Leverage A.I. tools to streamline processes, ensuring marketing campaigns are delivered on time and aligned with brand standards.
- Train and mentor new team members, accelerating the onboarding process and improving team efficiency.

Promotional Creative Designer, Meijer, Inc.

July 2019 – April 2023

- Designed promotional marketing materials in a fast-paced, deadline-driven environment.
- Applied strong typography, layout, and visual hierarchy skills to ensure clarity, consistency, and brand alignment across high-volume marketing materials.
- 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.

Retail Ad Layout Designer, Meijer, Inc.

November 2016 – June 2019

- Produced value-driven, weekly ad layouts for large-scale retail campaigns in a fast-paced, dynamic production environment.
- Collaborated directly with merchant and production teams to balance workflow efficiency and business needs to meet tight publication schedules.