

# Ben Lauer

Baltimore, MD

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Portfolio: [benlauerdesign.com](http://benlauerdesign.com)

## ABOUT ME

**I'm a can-do collaborator and effective project manager.**

My eight years as a communications professional and digital content creator make me a thoughtful, well-organized designer who understands both the creative and logistical sides of the design process.

## EDUCATION

### **MA: Graphic Design**

MARYLAND INSTITUTE  
COLLEGE OF ART 2025

MICA's program provided me with a theoretical and practical grounding in visual identity and publication design in both digital and print media.

### **BA: Theatre,**

*Summa Cum Laude*

WILLIAM & MARY 2013

## SKILLS

Adobe Illustrator, InDesign, and Photoshop; Figma; Canva; CapCut; Microsoft Office; Wordfly email communications platform; Wordpress, Drupal, and Convio content management systems; Public speaking.

## SIGNIFICANT PROJECTS

### **How the Sausage Gets Made**

FACTION OF FOOLS THEATRE COMPANY FEBRUARY - JUNE 2025

Designed and illustrated the campaign for Faction of Fools Theatre Company's production of *How the Sausage Gets Made*, creating postcards, posters, banners, social media graphics, apparel, and digital and print advertisements.

### **A Game of Cards**

MICA GRAPHIC DESIGN, MA JANUARY - MAY 2025

My master's thesis work suggested methods of studying graphic design history through the evolution of playing cards. I designed a deck of cards, an exhibition, and a thesis book.

### **Project Management: Visual Identity Roll-Out**

FOLGER SHAKESPEARE LIBRARY DECEMBER 2021 - JUNE 2022

Managed the roll-out of the Folger's current visual identity, designed by Pentagram's Abbott Miller.

- Synthesized feedback on designs from stakeholders across the institution.
- Organized the identity's application on nearly a hundred digital properties including websites, email newsletters, and social media pages.

## WORK EXPERIENCE

### **Graphic Designer**

FREELANCE AUGUST 2023 – PRESENT

- Developed visual identities and designs for Faction of Fools Theatre Company's 2023/24 and 2024/25 seasons.

### **Social Media and Communications Manager**

FOLGER SHAKESPEARE LIBRARY JUNE 2016 – JULY 2024

- Managed Facebook, Instagram, TikTok, and X accounts with over 150,000 collective followers.
- Wrote regularly for the Folger's *Shakespeare and Beyond* blog and produced web content for the Folger's popular *Shakespeare Unlimited* podcast.
- Developed and hosted the Shakespeare Lightning Round on Instagram, interviewing fifty Shakespearean scholars and artists in a fun, fast, game show-inspired format.
- Managed contractors developing graphic design and vertical video content.

### **Family Programs Assistant**

NATIONAL BUILDING MUSEUM DECEMBER 2014 – JUNE 2016

- Managed three yearly family festivals for thousands of visitors, developing programming for the Museum and coordinating activities from dozens of exhibitors.
- Assisted in planning and running monthly family workshops, building gingerbread houses, miniature rock gardens, birdhouses, model airplanes, and more.