

Ben Lauer

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Portfolio: 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.