



Lawrence Cummins

I am a Graphic Designer with experience in creating visual content for both print and digital mediums. I am proficient in Adobe Creative Suite, WIX, and G Suite, with a solid background in strategic planning and project management. I graduated Magna cum laude from the University of Illinois Chicago, with a Bachelor's of Design for Industrial Design. In addition to my professional work I actively engage in freelance projects, continuously expanding my portfolio and professional network.

Black Cactus Pty Ltd: Director of Design / Product Development [May 2015 - Present]

Black Cactus Pty Limited is a technology and Fin-tech innovator, leveraging Blockchain across various sectors including digital media, financial services, and environmental sciences. Throughout my tenure, I have demonstrated the to adapt and innovate in rapidly evolving tech landscapes, significantly contributing to Black Cactus's growth and diversification in high-impact industries. As Director of Design / Product Development, I have played a pivotal role in directing and developing products and design strategies across multiple subsidiaries:

K.i. Datavision: Director of Design / Product Development [2022 - Present]

I oversee branding, web design, and graphic design initiatives. Also, I manage admin tasks including: web, social media, corporate email accounts, 3rd party software subscriptions and CRM systems.

Skills: Logo, Branding and Marketing Design · Web Management · Project Management · Admin · Social Media

Tools: Adobe Creative Cloud · WIX Web Builder · Microsoft Office · G Suite · Hub Spot · Cognito Forms

CMBC Group: Graphic Designer / Product Development [April 2019 - April 2022]

Led graphic design and project management for CMBC's Fin tech platform and marketing materials. In addition I also managed client on-boarding and customized platform designs for new clients.

Skills: Logo, Branding and Marketing Design · Web Management · Project Management

Tools: Adobe Creative Cloud · WIX Web Builder · Microsoft Office · G Suite · Cognito Forms

Music Roo: Media Project Manager / Graphic Designer [October 2017 - April 2019]

Managed design and development of Music Roo's music platform, focusing on user experience and client relationship management.

Skills: Logo , Branding and Marketing Design · Web Management · Project Management · Social Media

Tools: Adobe Creative Cloud · WIX Web Builder · Microsoft Office · G Suite · Cognito Forms

Nexstar Media: Graphic Designer and Media Manager [November 2016 - November 2017]

Directed branding and design for Nexstar Media's publishing platforms, specializing in music and film, contributing to strategic marketing and design across web, mobile, and print media.

Skills: Logo, Branding and Marketing Design · Web Management

Tools: Adobe Creative Cloud · WIX Web Builder · Microsoft Office · G Suite

DropCatch LLC: Operations Manager [October 2015 - November 2016]

My position as the operations manager expanded over multiple roles within the small company such as completing social media updates in line with our current marketing strategies, overseeing shipping and customer service and ensured that the quality of our service and products was executed at the highest level.

Skills: Office Management · Customer Service · Social Media

Tools: Microsoft Office · Hoot Suit · Mail Chimp · Ship Station

Freelance Design [2015 - Present]

As a freelance designer I have had the opportunity to work with a variety of brands, companies, & productions to use my design experience to bring their ideas to life. I small selection of projects I have worked on include:

Nederlander National Markets: Event banners, window clings, brochures, and other print marketing materials.

Pride Arts Theater: Show and season artwork, formatted for both print and social media.

Keto Pantry: Logo, branding, social media content and web banners.

Coconut Card Co.: Logo, branding, and product mock-ups.

Contact

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