

LORI BLOOM

GRAPHIC DESIGNER

Creative designer with a passion for pixels. Senior-level graphic artist and art director with experience in marketing, branding, advertising, and making it “pop”

PORTFOLIO

loribloomdesigns.com

CONTACT

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DESIGN EXPERTISE

Art Direction	Editorial Design
Branding	Packaging
Marketing	Photo Shoot
Corporate Identity	Direction
Logo Design	Photo Retouching
Social Media Ads	Copy Editing
Retail Displays	Menu Design
Typography	Event Design

DESIGN SOFTWARE

Adobe CC Suite	Acrobat
InDesign	Bridge
Photoshop	Powerpoint
Illustrator	Word

EDUCATION

Rochester Institute of Technology
Rochester, New York
BFA in Graphic Design 1998

CAREER HIGHLIGHTS

RaceTrac | *June 2021 - Present*

SENIOR GRAPHIC DESIGNER

- Collaborates with internal stakeholders on design and marketing initiatives to grow RaceTrac's branding through print, digital media, billboards, packaging, store displays, and environmental design-related projects.
- Designs monthly in-store signage featuring food and beverage promotions for both private label and national brands that ensures consistency among different marketing channels.
- Works with the brand team to develop and execute design strategies for quarterly campaigns and special projects which have resulted in a direct increase in store sales.
- Designs logos, t-shirts, and other special event materials with external partnerships including Run for Research, the Atlanta Braves, and Atlanta United.
- Designs and art directs packaging for private-label goods including fresh foods, pastries, chips, snacks, beverages, and petroleum products.
- Develops specialized creative copy for various marketing channels that engages the target audience through the use of brand tone and voice.

Beacham & Company Realtors | *January 2019 - December 2020*

GRAPHIC DESIGNER

- Designed high-end marketing materials to showcase properties within Atlanta's luxury real estate market including brochures, email blasts, social media graphics and daily email campaigns.
- Created custom branding and logos for agents as well as photo retouching for home interiors.

Inspire Brands | *March 2019 - June 2019*

CONTRACT GRAPHIC DESIGNER

- Designed branded content for Arby's, Buffalo Wild Wings, Sonic, and Rusty Taco.
- Projects included internal presentations, logo designs, store-level incentive programs, signage, brochures, iconography, and design concepts for Arby's National Conference.
- Designed event signage, posters, banners, floor graphics and social media for Arby's Dream Big fundraising concert event in partnership with Coca-Cola.

Mellow Mushroom | *April 2011 - July 2018*

SENIOR DESIGN DIRECTOR

- Led the design team to develop marketing collateral at national and local levels for large-scale brand initiatives including catering, online ordering, LTO menus, e-mail and social media campaigns, conferences, gift-card programs, and apparel catalogs.
- Drove store sales through the design and direction of in-store promotions in collaboration with the operations, field marketing, beverage, and digital team.
- Partnered with franchise owners to design local store graphics, in-store signage, specialty menus, and local store marketing through print and digital channels..
- Designed print and social media graphics for large-scale brand partnerships, which have included Coke, the ACC, Dine Out for No Kid Hungry, the Falcons, the Braves, Sports Authority, Sweetwater, Sam Adams, Blue Moon, Nespresso, Lipton, PBR, and Terrapin among others.
- Directed photographers and stylists during photo shoots, and worked on all photo retouching, as well as creating and maintaining the image library.

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FOCUS Brands (Cinnabon and Moe's Southwest Grill) | *May 2008 - November 2010*

LEAD GRAPHIC DESIGNER

- Worked on a corporate design re-branding for Cinnabon that included new packaging, product launches, displays, and store graphics.
- Designed in-store POP, menu boards, implementation guides, training manuals, and local ads.
- Led the design of collateral for seasonal promotions as well as directing photo shoots.
- Designed marketing materials for Moe's Southwest Grill, which included sales materials, direct mail campaigns, billboards, and social-media assets.

Cinema Screen Media | *February 2001 - December 2006*

SENIOR GRAPHIC DESIGNER

- Designed on-screen advertising and entertainment media as part of the pre-show for nationwide movie chains including Regal, Century, Marcus, Classic and Harkins Theaters.
- Created motion-graphic segments for audience trivia programs, theater policies, local ads, and concession sales.
- Responsible for promotional exhibitor media while managing a client base of up to \$800k on a monthly basis, along with the design of corporate sales aids and internal sales collateral.

FREELANCE CLIENTS

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| • Points of Light | • Your Pie Pizza | • Calagaz Printing |
| • Global Franchise Group
<i>(Great American Cookies,
Marble Slab Creamery,
Hot Dog On A Stick,
Round Table Pizza)</i> | • Mag Mutual | • Flying Biscuit |
| • Farm Burger | • IMI Agency | • Monarch Plastic Surgery |
| • Taste of Atlanta | • PB&J Restaurant Group
<i>(Burnt End BBQ)</i> | • This is It BBQ |
| • Lou's Deli | • SOHO Media Group
<i>(Rugby ATL)</i> | • National Small Business
Council |
| | • Vericor | • Henderson Shapiro, Inc. |
| | | • Keysight Technologies |