



# Corbin Lawrence

I'm a Graphic Designer and Illustrator with 6+ years of experience in the tech industry and am well accustomed to managing high volume workloads. I specialize in workflow design, optimization, and organization.

## Experience

### Graphic Designer II

HashiCorp April 2024 - Current

- Revised framework for semi automated asset generation that's delivered 1,000+ assets in figma with tutorials/troubleshooting materials for stakeholders. Assets include social share cards, ads, and email banners.
- Built and maintain a global library for design teams with 1200+ components that covers everything from partner logos, colors, and company initiatives.
- Lead an overhaul of the SOP for the brand team to clarify asset location, naming, design ownership, and overall organization
- Built and refined templates for presentations, whitepapers, and diagrams, that are used by stakeholders across the company.

### Contract Graphic Designer

Premier Talent Partners April 2023 - April 2024

- Built new self-serve workflow and training materials for the growth team in Figma, to migrate them from Canva and reduce the amount of support required by the Brand team and for self-testing A/B variants
- Assisted the brand team with creating social images, ads, whitepapers, website assets, and editing key art that's recently been developed

### Contract Graphic Designer/Illustrator

Major League Hacking Feb 2023 - Current

- Built numerous self service workflows and proper documentation to allow stakeholders to easily update recurring content
- Developed a more inclusive and representative illustration style for events to increase impact and better establish professional tone

## My portfolio

corbin@kahchunk.com

📞 859.333.3239

✍️ [kahchunk.com](https://kahchunk.com)

🌐 [linkedin.com/in/corbin-lawrence-116772141/](https://linkedin.com/in/corbin-lawrence-116772141/)

## Education

BFA - Graphic Design  
Eastern Kentucky University  
2013 -2017

## Skills

Workflow design  
Automation  
Illustration  
Layout Design  
Typography  
Naming & Branding  
Presentations  
Advertising  
Dataviz

## Software

Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Webflow  
Figma  
Jira  
Google Slides

## Experience contd.

### Graphic Designer

Weedmaps May 2022 - December 2023

- Worked with the B2B side of the Brand team designing presentations, handouts, ad sets, social media assets, and infographics
- Explored and refined the design aesthetic for a Hispanic Latin/x ERG
- Developed and executed new design aesthetics for internal events attended by 200+ people
- Built new workflows for a more efficient approval process that saved 2-3 hours per week per designer

### Freelance Graphic Designer

Lightboard May 2022 - December 2023

- Worked with the B2B side of the Brand team designing presentations, handouts, ad sets, social media assets, and infographics
- Explored and refined the design aesthetic for a Hispanic Latin/x ERG
- Developed and executed new design aesthetics for internal events attended by 200+ people
- Built new workflows for a more efficient approval process that saved 2-3 hours per week per designer

### Graphic Designer / Illustrator

Apptegy January 2018 - January 2022

- Designed and evolved the SchoolCEO magazine, a quarterly magazine targeted towards educational professionals
- Produced Illustrations, data visualizations, page layouts, ads, emails, landing pages, presentations, and white papers
- Built initial workflows to generate over 13,000 highly customized touchpoints to increase response rates for sales
- Self-managed all project timelines and communication with external vendors

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