

Lawrence Cummins (He/Him)

Bio

Chicago-based Graphic Designer with extensive experience creating creative visual content across various industries, including FinTech, music publishing, e-commerce, non-profits, and live entertainment.

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

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

Work History

Black Cactus Pty Ltd

Senior Graphic Designer / Product Development Manager

[05/2015 - 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. Demonstrated ability to innovate in a rapidly evolving tech landscape, contributing to Black Cactus’s growth and diversification in high-impact industries. As the primary graphic designer and product development manager this role required designing and developing products and strategies across Black Cactus’s multiple subsidiaries, joint ventures, and projects as featured below.

K.i. Datavision (Black Cactus Pty Ltd)

Senior Graphic Designer / Product Development

[04/2022 - Present]

ki-datavision.com

Oversaw graphic design and web platform development to use design to create brand awareness and push K.i.’s marketing strategies to the next level. Increased brand awareness and stakeholder satisfaction by diversifying our brand and web design from competitors, leading to enhanced marketing strategies and stronger engagement. Additionally, this position required administration tasks such as product development social media strategy, and account management.

CMBC Group (Black Cactus Pty Ltd)

Graphic Designer / Product Development

[04/2019 - April 2022]

Led CMBC’s graphic design and project management for their fintech platform and marketing materials. In addition to design responsibilities, this position required the design and management of CMBC’s client on-boarding system, which created a measurable increase in the efficiency of our user interface.

Music Roo (Joint venture between Black Cactus Pty Ltd & Nexstar Media)

Media Production Manager / Graphic Designer / Project Manager

[10/2017 - 04/2019]

Managed the design and development of Music Roo’s innovative music platform, focusing on creative graphics, efficient user experience and client relationship management. This included graphic design, web design and graphic production. Additionally, my responsibilities included processing and managing media files and assisting in the design of Music Roo’s media publishing platform. Upon the re-launch of Music Roo’s branding and marketing website, there was a 400% increase in client on-boarding.

Nexstar Media

Graphic Designer and Media Manager

[11/2016 - 11/2017]

Contributed to Nexstar Media’s branding and web design for their marketing efforts and their innovative publishing platforms, specializing in music and film. Contributed to Nexstar’s strategic marketing and design across web, mobile, and print media, as well as working on album and branding for select clients.

Freelance Graphic Designer

[06/2015 - Present]

Skilled freelance graphic designer with a proven track record of collaborating with diverse brands, companies, and productions to bring their creative visions to life. Selected projects include:

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

Supporting Wounded Veterans: Website re-design and digital asset management

Pride Arts Theater: Branding, logo and show art design, formatted for print and digital marketing.

Education

University of Illinois Chicago

Bachelors of Fine Arts - Industrial Design

[09/2011- 05/2015]

Contact

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