



FOR IMMEDIATE RELEASE

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LAFCU names Nathan Brown digital and graphic designer



Nathan Brown

LANSING, Mich. — LAFCU has named Nathan Brown digital and graphic designer.

In his new position, Brown is a member of LAFCU’s creative team that produces marketing and member communications for the Michigan credit union.

“Nathan’s talent will help our team provide on-brand design that effectively communicates LAFCU products and services,” said Kelli Ellsworth Etchison, chief marketing officer and chief diversity officer.

“This will help members maximize their membership as well as inform prospective members about what LAFCU offers.”

Brown has eight years of design experience, having worked in the positions of digital and graphic designer, video producer and director of photography in higher education and several marketing agencies.

Brown said, “I love the collaborative nature of the LAFCU marketing team and that we use a wide variety of communication formats, from in-branch signage to video tutorials, to streamline and enhance the member experience as well as billboards and digital graphics to present LAFCU to the public.”

The Haslett resident earned a bachelor’s degree in the design program with specialization in media design at University of Michigan-Flint and an associate degree in graphic design at Mott Community College, Flint.

About LAFCU

Chartered in 1936, LAFCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves more than 69,000 members and holds \$950 million in assets. It was named a Best Credit Union to Work For in 2020. LAFCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-

free ATMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit www.lafcu.com.

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