



HELLO, I'M LAUREL

{award-winning art director, visual designer & creative problem solver }



With a degree in journalism and a background in editorial design and content marketing, I have been practicing the art of storytelling through design for well over a decade.

I am driven by a constant curiosity and empathy for people and the world around me and I believe that good design and effective communication can solve just about any problem.

LAUREL PETTY

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www.laurelpetty.com

EXPERIENCE

UX/UI Design Apprentice | DESIGNATION Labs | Chicago, IL

January–March 2015

- Studied Design Thinking methodologies over the course of an intensive 12-week, 60+ hour per week bootcamp, with an emphasis on UX and UI, as well as developing skills in HTML and CSS
- Consulted with Chicago-based start-up client on website and mobile app development—providing competitive analysis, website content development, wireframing, branding, and UI/visual design

Design and Marketing Consultant | Aon Service Corporation | Chicago, IL

Feb 2014–Dec 2014

Lead designer on rebranding initiative with the Global Marketing Dept. of *Fortune* 250 company

- Provided art direction and design for corporate identity system comprised of 30+ deliverables—including print, digital, social, and environmental channels
- Built and tested all design templates; helped author and design a 300+ page brand standards guide, distributed to 65,000+ colleagues in 120 countries
- Presented training sessions to global marketing leaders and brand ambassadors; wrote and recorded a series of training videos for international design teams

Sr. Art Director, Content Marketing | iostudio | Nashville, TN

April 2010–January 2014

Responsible for creative direction and production process management for in-agency content marketing department, producing award-winning client publications and marketing materials

- Managed design staff and led creative concept development and branding initiatives for all client deliverables
- Streamlined efficiency and collaboration with in-house editorial team through effective process creation, contributing to improved editorial content strategy
- Conceptualized, directed, and produced photoshoots; hired photographers and photo retouchers and commissioned illustrators
- Spear-headed award-winning redesign of iostudio's flagship publication, including creation and management of robust Adobe CS templates and libraries
- Designed and launched the agency's first integrated digital publication, fully interactive and produced in-house using Adobe DPS; provided creative direction for video and multi-media components of the web and digital experience

Art Director | Advanstar Communications | New York, NY

January 2008–October 2009

Assumed the role of art director, designer, photo editor and production manager for monthly B2B magazine, responsible for all phases of creative process from conceptualization to production

- Initiated leadership and execution of successful re-design and rebranding initiatives for multiple publications
- Produced 8 special sections annually, in addition to all in-house advertising and marketing materials for multiple Neal Award-winning business publications



AWARDS

Gold Award Winner,
Best Feature Design,
Custom Content Council
Pearl Awards, 2013

Finalist, Best Overall
Design, Ozzie Awards, 2013

Silver Award, Editorial
Design for magazine,
AIGA TENN Show, 2012

Most Improved Publication
Design, B2C, Custom
Content Council Pearl
Awards, 2012

Silver Award, Best Cover
Design: Magazine,
Creativity International
Print and Packaging Awards,
2012

Gold Award, Editorial
Design of an entire issue
Gold Award, Outstanding
Feature Design, AAF Addy
Awards, 2012

Silver Award, Editorial
Feature Design, AIGA Case
Awards, 2011

Gold Award,
Catalog Design,
AAF Addy Awards, 2011

EXPERIENCE (con't)

Manager, Creative Solutions Group | The Corporate Executive Board | Washington, D.C.
March 2006–November 2007

Responsible for direct supervision of a team of seven graphic designers; provided creative and design direction, managed workload balancing and adherence to quality control processes, and created/monitored annual, quarterly, and project budgets

- Contributed to design and production of firm's high-end collateral, including annual marketing campaigns, sales kits, and annual reports
- Led growth efforts for international team of designers in CEB's New Delhi, India office; managed process efficiency by implementing new workflow model for a team of 9 designers, additionally responsible for hiring, training, and onboarding all new hires

Senior Graphic Design Specialist | The Corporate Executive Board | Washington, D.C.
May 2004–February 2006

- Managed design, development, and client service while simultaneously producing long- and short-term deliverables—including research studies, invitations, brochures, marketing collateral, conference materials, newsletters, and presentations
- Led a project team focused on creating and maintaining a comprehensive template archive system and graphics library for a department of 60+ designers

Graphic Designer | Journal Communications, Inc. | Franklin, TN
May 2001–May 2004

- Designed editorial page layouts, feature spreads, photo essays, and special advertising sections for annual travel publications, community magazines, and trade magazines, while collaborating with in-house editors, photographers, and art directors

EDUCATION

B.S., Journalism, with emphasis on Graphic Communications & Media Design
Middle Tennessee State University, Class of 2001
Magna Cum Laude; Presidential Scholar; Named to Dean's List 8 of 8 semesters

COMMUNITY

- Member, AIGA; *April 2010–Present*
- Member, Society of Publication Designers; *Dec. 2010–Dec. 2014*
- Alumni; Nashville Young Leaders Council; *Spring 2012*

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