

# LAURA STERN

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## Translating Vision into Concept into Artistic Design

1288 Smith Avenue  
Philadelphia, PA 16776

704.555.5279  
laurastern@yahoo.com

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### **ART DIRECTOR / GRAPHIC DESIGNER**

Creative and inspired Designer, Art Director and Project Manager with 6 years' progressively responsible experience in the conceptualization, artistic development, creation and production of award-winning campaigns. Portfolio includes print and interactive media, corporate identity, print collateral, promotional marketing, corporate communications and messaging, packaging, advertisements, annual reports, logos, website design and special events.

Maintain an intense focus on strategic goals to drive creative design and meet/exceed corporate goals for market positioning, customer recognition and financial results. A critical thinker with excellent communications, problem-solving, organizational and productivity management skills. Talented, energetic, decisive and flexible.

### **Professional Honors, Awards & Published Works**

Addy Judge's Choice Award of Excellence  
Addy Gold & Silver Awards (4)

American Advertising Federation Award  
Business Ethics Network Award  
Graphis Visual Communications Award  
Applied Arts Magazine Publication

American Institute of Graphic Arts Award  
International Assn. of Business Communicators Award  
The Black Book AR100 Award  
The Great Design Show Award  
Benny Printing Awards (2)  
HOW Magazine Award

### **Technology Skills & Qualifications**

Strong background in website design and architecture. Project managed 3 website projects concurrently.

Fully proficient in the use of Photoshop, Illustrator, InDesign and PowerPoint/Keynote.  
Extensive knowledge of social networking space.

## PROFESSIONAL EXPERIENCE

GROSSMAN COMMUNICATIONS

Philadelphia, PA

### **Art Director / Designer**

to Present

Fast-track promotion through increasingly responsible graphic design and art direction assignments to current position as the most senior Art Director in the organization. Manage projects from initial concept development and client presentation through the entire creative design, development and production process to final client delivery. Partner with and lead teams of account managers, project managers, production specialists, graphic designers, writers, web programmers, photographers and illustrators.

### ***Highlights of Creative Design & Artistic Direction Projects:***

- **Casual Outfitters.** Concept development, creative design, production and execution of more than 25 projects: 8 issues of CO Life Magazine, CO Life Live Event with 1300+ attendees; fashion-inspired map of New York City; Employee Recognition & Service Awards Luncheon; Recruiting Brochure; Job Offer Portfolio & Orientation Booklet;

Employee Handbook; Distribution Center Calendars; Product Cycle Poster; On-Campus Recruiting DVD; Annual Report.

- **Third Data International.** Global Leadership Conference for 90 of TDI's top executives worldwide; Corporate Capabilities Brochure; Annual Report (200K distribution).
- **Crossmatch, Inc.** MyBestEvent featuring Olympian Bonnie Blair at corporate HQ; Intranet design of 60+ pages with interactive navigation; CrossmatchCareers.com recruitment site with interactive flash slideshow and embedded videos; CrossmatchTech.com with multiple interactive flash animations.
- **Girls Scouts of South America.** Award-winning Annual Reports.
- **Kraemer Respironics.** Direction of custom photography for product packaging; currently developing sales kit concept for new product launch.
- **HairCuts.** Collateral concepts for company's 15-year anniversary including design of website, brochure, mirror clings, employee incentives and new corporate logo.
- **Garden of Love.** Art direction of 40-page flash microsite for new product release worldwide.

INGRAM & COMPANY

Philadelphia, PA

**Graphic Designer**

to 2005

*Communications think tank specializing in public relations, strategic counsel, advertising & design (www.ingram.com)*

Hired as a Student Intern and recruited for full-time professional position following graduation.

- Designed a portfolio of print communications for Penn State University.
- Participated in creative design and development of Wachovia Bank's 150th anniversary logo.
- Assisted in development of corporate identity campaign for The National Aviation Museum.

DOVER USA

Philadelphia, PA

**Production Intern**

Spring 2004

*Advertising, marketing & communications agency (www.doverusa.com)*

Worked with professional staff on both client projects and corporate business development programs.

- Selected design pieces and assisted with portfolio layout for business development proposals.
- Designed layout, reader flow and photo placement newsletters, banners, posters and other print collaterals for key accounts (e.g., Rite Aid, Rally's, Checkers).

PRODUCTION RECORDING MASTERS, INC.

Philadelphia, PA

**Graphic Designer**

to 2004

*Area's largest video, audio & interactive production house (www.prmasters.com)*

Part-time position with the area's largest production house while attending Philadelphia Art College.

- Production Assistant for documentary, An Independent View.
- Conceived and produced the Philadelphia Addy Awards presentation (including 80+ video screens).
- Designed and produced corporate stationery, capabilities brochure and a portfolio of

advertisements.

## EDUCATION

**B.S., Graphic Design, Honors Graduate**, Philadelphia Art College, Philadelphia, PA, 2005

## PROFESSIONAL AFFILIATIONS

**AMERICAN INSTITUTE OF GRAPHIC ARTS (IAGA)** – Philadelphia Chapter  
**Director of Programming** – 2008 to Present (coordinate annual training and special event programs)  
**Treasurer** – 2007 to 2008 (managed financial affairs, scholarship funding and investment planning)