



Laura Hansen

Creative • lhansen1900@gmail.com • 336.337.3453 • lahadesign.com

Creative Know-how:

- Retail Marketing
- Branding & Identity
- Web & Mobile
- Video Production
- Advertising
- Packaging
- Experiential Marketing
- Out-of-Home
- Promotions
- Collateral
- Social Media
- Ideation & Concepting

Adobe Illustrator:

9

Adobe Photoshop:

9

Adobe InDesign:

8

Dreamweaver:

6

Adobe AfterEffects:

5

Microsoft Office:

9

Objective:

Strategic, detail-oriented and versatile Creative seeking a position in a fun and innovative design environment where I can show off my fresh thinking, passion for design and creative concepting.

Experience:

2004 – Present Freelance Graphic Designer, LaHa Design, New York, NY

2012 – 2013 Associate Creative Director, Brand Connections, New York, NY

- Concepted, designed, executed and managed multiple cross-marketing projects for brands including Major League Soccer, Keurig, VO5, Dunkin Donuts, Garnier, and LG

2009 – 2012 Sr. Art Director, Ignite Partnership, Dallas, TX

- Led the creative on a variety of pieces including: retail graphics, online marketing, branding/identity elements, product launches, event planning and trade materials for the Samsung Mobile, Constellation Wines, Genband, and Pyrex accounts, to name a few
- Acted as lead creative in the Ignite digital-video department where I concepted, storyboarded, and directed numerous sizzle videos

2008 – 2009 Jr. Art Director, (TPN) The Promotion Network Inc., Dallas, TX

- Developed many retail marketing and promotional elements for the Quaker, Tropicana, Walmart, Gatorade and Clorox accounts

Education:

2004 – 2008 Savannah College of Art and Design (SCAD), Savannah, GA
B.F.A., Graphic Design, Cum Laude, GPA: 3.7

Achievements:

2010 & 2011 Gold Addy award winner

2010 & 2011 2-time "Mad Dog" (employee of the month) winner, Ignite Partnership

2009 3-time "Star of the Week" winner, TPN

2004 – 2008 Deans list, SCAD

2007 NAIA All-region goalkeeper and scholar athlete, SCAD