

**WORK HISTORY****INSTRUCTOR, VISUAL DESIGN — GENERAL ASSEMBLY**

FEB 2017 - APR 2017

- Planned and taught 10 week course on Visual Design; breaking down core concepts and processes for beginners
- Mentored and assisted students with homework assignments through office hours
- Graded assignments and provided feedback to encourage students to push themselves during projects

**PRINCIPAL, CREATIVE DIRECTOR — FREELANCE**

JUL 2008 - PRESENT

- Provide creative services and direction to freelance clients throughout the DMV including Landscape Architecture Bureau, Triblio, Menkiti Group and more.
- Establish vendor relationships, manage design budgets and timelines.
- Collaborate with clients on initiatives, educating on design principles and clearly communicating process and timelines.

**VP, DESIGN — TRACKMAVEN**

JAN 2014 - JUN 2016

- Defined the creative direction of the TrackMaven brand by working with key leaders to seamlessly communicate the brand mission, voice and benefits across all communications channels, partnering with Marketing to guide the evolution of the TrackMaven brand, articulating a long-term vision and leading near-term execution to realize this vision.
- Collaborate on strategic initiatives, insuring identity alignment across Customer Success, Marketing, Sales, Operations and Product.
- Built out, educated, integrated and iterated on design processes for both Communications and Product Design.
- Managed projects and day-to-day responsibilities for an internal team of designers and front end developers.
- Recruited, hired and mentored designers across disciplines.

**DESIGN LEAD — TRACKMAVEN**

DEC 2012 - JAN 2014

- Built out the visual identity of the TrackMaven brand to include presentation templates, business cards, websites and landing pages, social media graphics.
- Researched, collaborated and designed the interface and user experience for the TrackMaven product.
- Was fundamental in securing our Series A (\$6.5M) and Series B (\$8M) funding rounds due to praise received for the user experience of the product, the brand affinity created and the fresh take on a marketing SaaS product.

**SENIOR DESIGNER — NCLUD**

AUG 2011 – DEC 2012

- Gathered information on project to prepare and present various forms of documentation from wireframes, site maps, to high-fidelity mockups.
- Collaborated with front- and back-end developers to execute on designs for web and mobile projects.

## INTERACTIVE DESIGNER — FORUM ONE

OCT 2010 - JUL 2011

- Collaborated with team to produce the best visual solution for each project worked on. Act as point of contact for clients in regards to all creative, explain rationale and guide the client to the best solution for their product.
- Assisted UX team with user research, wireframes, functional specifications, and user testing.

## WEB DESIGN CONTRACTOR — RCN

MAR 2010 - SEPT 2010

- Led design for web team. Redesigned and optimized pricing pages, promotional graphics and pages, and banner ads.

## DESIGNER — AOL MARKETPLACE SOLUTIONS

JAN 2009 - DEC 2009

- Translated business specifications and UI wireframes into simple and beautiful user experiences.
- Led the brand refresh of AOL Personals to make a clean, modern, easy to navigate design; resulting in a 56% increase of main page daily clicks, and a 13% reduction in bounce rate.

## WEB DESIGNER & GRAPHIC ARTIST — THE CADMUS GROUP

JUN 2008 – DEC 2008

- Provided creative services to multi-disciplinary project teams at an environmental consulting firm.

## DESIGN INTERN — AOL LIVING

MAR 2007 - MAY 2008

## DESIGN INTERN — SCIP

JUL 2006 - DEC 2006

## EDUCATION

### THE ART INSTITUTE OF WASHINGTON

AA, Web Design & Interactive Media, 2006 - 2008

Activities and Societies: President's List, Resident Assistant

### CECIL COMMUNITY COLLEGE

Certificate, Digital Imaging, 2004 - 2006

## RECOMMENDATIONS

"In a modern software company, design is a critical role in building a product that is beloved. Laura is a top tier design leader and has been able to lead the design of a product that constantly gets kudos for its usability and UI. In addition, she is a fantastic team lead who is able to hire superb talent and manage them to success. She understands the strategic importance of design and is able to communicate that throughout the business. "

— Allen Gannett, CEO, TrackMaven

"I must say that it wasn't until I had the opportunity to work with Laura that I really appreciated the level of detail and expertise needed in Design, and more importantly the impact that it could make on the sales process and conversion. Her efforts were instrumental in my ability to lead the initial sales efforts for TrackMaven and produce results that led to two successful funding rounds for TrackMaven within the same year."

— Shawn Matthew Cook, SVP Sales, TrackMaven

"Laura is a talented detail-oriented designer. She communicates in a clear manner and always has the user in mind. Her versatile style and her passion for design is evident in everything she does. She is an asset to any organization. I am very proud to say she was my first hire and she set the bar very high."

— Timothy Deegan, Creative Director, Forum One