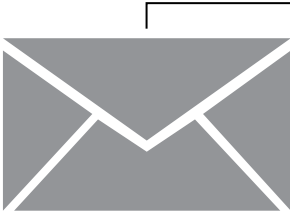


LAURAKBROWN

CONTACT



lkbrown7@gmail.com
laurabrownink.com
504.952.9630

12402 Turtleback Lane, Austin TX 78727

WORK

2014 - PRESENT

Designer II • Kasasa by BancVue, Austin, TX

Lead Designer for Kasasa, a national brand of free, reward checking accounts offered only at community financial institutions.

Developed 2015 brand guidelines and review creative produced by teammates for adherence to brand standards; provide guidance & art direction. Concept and execute print collateral, signage & OOH advertising, email marketing, direct mail, social media elements, web banners, and microsites. Design user experience and collateral for OOH events, promotional tours, and site takeovers.

2007 - PRESENT

Illustrator/Designer

I freelance in illustration, animation, and design work. I am available for work in print, web, and pattern design. I also work in concept art, spot, and book illustration. My clients include Coleman/Stearns, Target, Cookie & Nudge Books, RightViewPro, Threads Magazine, Fairtrade Films, Bent Image Lab, and more.

2012 - 2014

Graphic Designer • UT-Division of Housing and Food Service, Austin, TX

Kathy Phan, mphan@austin.utexas.edu

Designed materials for events, food specials, education, and branding. Materials included brochures, infographics, posters, postcards, menus, booklets, digital displays, etc. Food and photo styling, when needed.

2012 - 2013

Graphic Designer • Dougherty Arts Center, Austin, TX

Rachel Crist, 512.800.0094, Rachel.Crist@austintexas.gov

Designed all materials advertising art programs at the Dougherty Arts School including manuals, brochures, posters, postcards, catalogs, etc.

2010 - 2012

Art Teacher • Dougherty Arts Center, Austin, TX

Guiniviere Webb, 512.974.4035, guiniviere.webb@austintexas.gov

Instructed children aged 5-17 in drawing, painting, 3D projects, and digital illustration. Developed monthly/weekly lesson plans.

Great designs are those that successfully balance beauty and function in the context they are going to be used. Clean and sleek or full of color and humor, it is my goal to present information so that it captures the attention of the intended audience succinctly and beautifully.

Design is not an afterthought in a successful business, but a means to make a business successful by presenting a message in a palatable way. My client's successes are my own and I aim to achieve those through *great design*.

EDUCATION

2005 - 2007

Savannah College of Art & Design
Master of Fine Arts • Illustration

2000 - 2003

University of California • Los Angeles
Bachelor of Arts • Design/Media Arts

TOOLS

Concept & Brand Development

Research, Analysis, Ideation, Strategy

Design Execution

Typography, Layout, Sketching, Digital Illustration, Pattern Design, Storyboarding, Web, Prepress

Software

Adobe Creative Suite, Corel Painter, Microsoft Office, iWork

Display & Model Building

Foam Core, Clay Sculpture, Puppetry, Sewn Crafts, Woodworking

ABOUT

I've been working in the creative field in various forms since 2003, making the rounds as an art teacher, special effects makeup artist, puppet designer, animator, graphic designer and illustrator. I've lived in 4 continents, 5 countries, and 11 cities and currently reside in Austin, TX. While I enjoy being on the move, the one constant in my life has been art, in all its forms. There is nothing I enjoy more than teaching myself a new art skill and turning my studio into mess of tools and materials.