

# LAURAK BROWN



## CONTACT

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2360 Tumbletree Way, Reston, VA 20191

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*.

## WORK

**2014 - 2017**

*Designer III • Kasasa, 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.

## 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.

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.