

LAURA DRAKE

GRAPHIC DESIGNER
LOS ANGELES, CALIFORNIA

Accomplished, creative design professional with exceptional skills and diverse experience. Articulate team player experienced in leveraging technology to create fresh, new designs or interpreting and implementing client visions. International traveller with strong ability to coordinate multiple high-priority projects simultaneously to meet demanding deadlines. Thoughtful graduate of a highly competitive design degree program who thrives in a collaborative, innovative environment.

SKILLS & EXPERTISE

- > Layout & Typography
- > Concept & Development
- > Corporate Branding
- > Web Design & Maintenance
- > Digital Pre-press & Production
- > Project Management
- > Proof-Reading & Editing
- > Market Research & Analysis
- > Illustration & Digital Art
- > Photography & Digital Retouching
- > Publication Design & Annual Reports
- > Event and Conference Collateral

CAREER DEVELOPMENT

Western Golf Properties/The Theory Group - Lake Forest, California

Graphic Designer (2009 – 2013)

Contributed to the company achieving record-setting revenue and profits despite an economic downturn. Attained rapid career growth as designer for a golf course management company promoting 20 properties nationwide with a full-service marketing department. Managed multiple projects to support core branding message and loyalty programs with posters, table tents, flyers, GPS advertising, hotel key/membership cards, brochures, direct mail, apparel and much more. Concurrently handled design projects for the Theory Group, a subsidiary providing marketing support to clients in diverse market sectors including CSI Electrical Contractors, a multi-million dollar electrical contracting company.

- > Supported marketing strategy with design and maintenance of websites and banner ads. Created and implemented artwork for social media marketing campaigns: email blasts, Twitter and Facebook.
- > Designed diverse branded marketing documents for annual loyalty club campaigns including advertisements, brochures, sign-up forms, membership cards, benefit sheets, envelopes, posters, flyers, table tents, cart/GPS artwork, email blasts and web banners.
- > Rebranded and redesigned all Western Golf collateral to drive revenue through new business.
- > Assumed diverse design, client management, vendor relations and administrative tasks, enabling the two senior members of the department to take extensive leave and transition from full-time to part-time employment.
- > Assisted in training interns and administrative assistants on office procedures and production tasks. Streamlined processes in diverse areas from timesheet billing to file management.
- > Created unique artwork from images, improving design quality without increasing costs by identifying cost-effective resources for images and leveraging Photoshop to combine multiple photos.
- > Diplomatically managed client relationships in a way that conveyed respect for their input yet resulted in more creative, innovative designs; increased revenue for the agency through expanded client engagement.
- > Displayed initiative in persuading on-site managers and freelance photographers to submit photos of wedding venues for use in property marketing material, in return for business promotion (photo credit or link).

Laura Drake Graphic Design - Hermosa Beach, California

Senior Graphic Designer/Founder (2003 – Present)

Designed branding materials including logos, websites, brochures, flyers, uniforms for corporations and nonprofit ventures as well as completing corporate and wedding photography projects.

- > Created/implemented online marketing strategy (website, Facebook, blog) generating \$50K in sponsorship from 3 major corporate sponsors and minor sponsors along with charitable donations for a women's Race Across American ultra-cycling team.
- > Redefined branding and marketing materials for DineStrategy, a firm providing restaurant accounting services.
- > Leveraged vector file technology and Pantone color scheme to revive logo and integrate pre-printed materials for Creek Systems, a California-based IT employment firm.
- > Provided website development expertise and instruction for the Hawkesbury Rainforest Network, a start-up regional organization dedicated to environmental preservation.
- > Developed unified design and marketing strategy including uniforms, truck decals, advertising, style guide, logo and more for The Fibreglass Works, an Australian firm specializing in waterproofing.

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Australian Public Affairs/Strategic Campaign Associates - Sydney, Australia

Graphic Designer (2007 – 2008: 2008)

Brought on board this public relations firm shortly before the government/public affairs division (APA) merged with the public relations & corporate division (SCA) to form a single entity. Provided design services for a broad client base, from multinational corporations to schools, churches and governments. Initiated website SEO strategies; edited and proofed written content. Designed magazines, newsletters, advertisements, flyers, corporate identities, press releases and websites. Selected for client presentations and collaborations based on interpersonal and communication skills.

- > Independently cleared a large backlog of design work quickly, enabling the firm to focus on a major new client; assisted senior designer in recruiting and training interns to produce a large volume of high-quality work in record time.
- > Produced a wide range of promotional materials for the National Liberal Party for the Queensland State Election: posters, signage, flyers, bumper stickers, etc.; digitally retouched and color corrected head shots/photos.
- > Recognized for exceptional contributions in design, teamwork, client management and collaboration and meeting demanding deadlines with a \$10K annual pay increase from the Executive Director.
- > Independently managed the design for a PR campaign for disability services, collaborating with association directors on branding and created logo with a strong positive message.
- > Revamped layout of the bimonthly NSW Taxi council magazine with circulation of 35,000.

Roger Hanlon & Co - Agnes Banks, Australia

Contract Designer / Office Administrator (2005 – 2006: 2003 – 2004)

Fulfilled a broad job description for a small studio offering a full suite of photo, graphic design, music recording and website design/hosting services. Handled photo retouching through digital imaging, design and many other duties. Enthusiastically welcomed back to the firm after a personal hiatus for international travel.

- > Secured incremental revenue for the firm by initiating website redesign projects and offering additional design services to clients.
- > Organized office files and streamlined processes to ensure smooth operations.

MYER Department Store - Agnes Banks, Australia

Signage Producer (2003 – 2004)

- > Designed and printed all in-store signage and improved readability by using a style guide utilizing a consistent font and visual hierarchy.

Internships - Sydney, Australia (2001)

Marie Claire Magazine, Spectrum Printing, UTS Design Studio, CD Rom Services.

EDUCATION

Institute of TAFE (Technical And Further Education) - Richmond, Australia

Certificate IV, Information Technology (Website Design) (2005)

University of Technology (UTS) - Sydney, Australia

Bachelor of Design, Visual Communications (First Class Honors) (2002)

High Distinction for final year Major Project and Research Dissertation. Electives in Photography and Film & Video

June Dally Watkins Business School - Sydney, Australia

Executive Business Diploma (1998)

PROFESSIONAL DEVELOPMENT

Modern Postcard Direct Mail Bootcamp, Spicers Paper School, Opening Doors Design Seminar

TECHNOLOGY

MAC & Windows OS; Adobe Creative Suite (Indesign, Dreamweaver, Illustrator, Photoshop); Microsoft Office Suite (Excel, PowerPoint, Publisher, Word). Basic video editing (Final Cut Pro, Premier). Basic HTML/JavaScript.