



LAURA DONNELL

INTEGRATED DESIGNER

CONTACT



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	Portland, Oregon

EDUCATION



2012 - 2015
 Bachelor of Fine Arts, Art Direction
 Academy of Art University
 San Francisco, CA

2010 - 2012
 Graphic Design Track
 Texas Christian University
 Fort Worth, TX

AWARDS



Gold - dotCOMM Award
 Client: Hazen Law Group
 Site: hazenlawgroup.com

Gold - Marcom Awards
 Client: Brill Legal Group
 Site: brill-legal.com

Gold - Hermes Award
 Client: Legal Help for Veterans
 Site: legalhelpforveterans.com

SUMMARY



Design leader based out of Portland, Oregon. I bring a unique blend of visual, strategy, and project management to teams that need to solve complex problems. I am a big picture thinker with attention to detail and can easily articulate design vision and direction. I'm an excellent communicator and able to manage projects from end to end. I love to be challenged, and am looking to join a team that embraces innovative thinking.

WORK EXPERIENCE



2016 - Present, lauradonnell.com

Freelance Designer

Branding for small businesses and startups. I believe that design is what connects us all and I strive to create touch points for my clients that enhances their business and differentiates them from their competitors.

Clients include: AlpenGlow, CORO Northern California, Changing the Story, MessageLab, The Princess Project, The Nature Shift & The San Francisco Dragon Healers

2018 - 2020, EvoShare

Director of Design (September 2018 - December 2020)

Visual Designer (March 2018 - September 2018)

Shaped the design philosophy, tools, operations and discipline of a growing startup. Built out the design and communication team from 1 to 5 and created product features that changed the way people save for their financial future.

- Directed the work of 2 designers for front facing and internal products.
- Managed relationships with product owners, stakeholders, and developers.

2016 - 2017, San Francisco AIDS Foundation

Creative Services Manager (Consultant)

Led brand development for galas, fundraising events, and community forums. Coordinated with vendors and created marketing content and multi-media campaigns for 19 different programs under the SFAF brand.

- Boosted agency fundraising records by 46% alongside the executive team.
- Tripled social media engagement rate among existing and new followers.

TOOLS



Sketch
 Figma
 Creative Suite
 InVision
 Zeplin

EXPERTISE



Creative Direction
 Design Strategy
 Usability & User Testing
 Interaction Design
 Project Management