



CALL

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Laura Weiss

I'm a digital designer with 10 years of experience, who specializes in graphic, web and motion design. I'm currently the Lead Visual Designer on the Marketing Team at Vitally.

EDUCATION

Northwestern University

SEPTEMBER 2006-JUNE 2010

BA in English Literature

Boston University CDIA

JANUARY 2012-SEPTEMBER 2012

Web & Graphic Design Certificate

SKILLS

Design Software

My skills include pretty much any Adobe program, but I specialize in Photoshop, Illustrator, Dimensions, After Effects and Premiere Pro. I recently started using Cinema 4D to create 3D illustrations. I am also very comfortable designing for the web using Figma and Sketch.

Illustration & Animation

Comfortable creating everything from marketing illustrations to complex graphics and storyboards for animation. Proficient in After Effects (for animation) and Premiere Pro (for video editing).

Web & Digital Design

Advanced knowledge of web design, from marketing websites to Wordpress blogs. Very good knowledge of HTML and CSS. I also have extensive experience designing and coding HTML emails.

PROFESSIONAL DESIGN EXPERIENCE

Vitally, Brooklyn NY

LEAD VISUAL DESIGNER, MARKETING

FEBRUARY 2023-PRESENT

As the first design higher in Marketing, I am working closely with the team to elevate—and refine—the Vitally brand to create a consistent and recognizable experience.

Udacity, Mountain View CA

LEAD BRAND DESIGNER, MARKETING

DECEMBER 2020-JANUARY 2023

I work closely with Udacity's Creative Director on a range of brand projects for various departments around the organization. Since joining in December 2020, my primary focus has been updating Udacity's brand to reflect the future tech expertise of the organization. I also provide art direction and illustration support to other designers on the team.

G2, Chicago IL

LEAD BRAND DESIGNER, MARKETING

JUNE 2019-DECEMBER 2020

As a member of the Brand & Buzz team, I collaborated with other departments throughout G2 to ensure a consistent and fresh brand experience. I worked on a range of projects including website design, email design, sales collateral, and event design. I started shortly after G2 re-branded with a new logo and corporate colors, and worked with the Brand & Buzz team to create and flesh out the company's brand guidelines.

ThinkCERCA, Chicago IL

SENIOR VISUAL DESIGNER, PRODUCT DESIGN

MAY 2018-JUNE 2019

I worked with the Product Design team to craft consistent and compelling digital product experiences that helped students improve their critical reading and writing skills. While at ThinkCERCA, I primarily focused on both developing the aesthetic and building out a library of compelling illustrations to be used throughout the product. I also work closely with UX designers and developers on the team to ensure that we had a library of consistent and on-brand components within the application.

Sprout Social, Chicago IL

LEAD VISUAL DESIGNER, BRAND DESIGN

JANUARY 2013-MAY 2018

I managed a team of 8 visual brand designers, in addition to acting as a lead designer on high value projects throughout the organization. As a manager, my job was to maintain a high visual standard for Sprout by providing art direction to other designers and taking responsibility for final sign-off on all projects. I worked with the team to find a balance between maximizing creativity from our group and keeping project deliverables on time and on brand. As a lead designer, I worked on a range of projects, from HTML emails and sales collateral to entire website re-designs. I also collaborated with Product Designers to ensure that Sprout's brand extended consistently throughout the product.