

Laura Strauss

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PROFILE

Passionate about design; creative, organized professional with strong ability to translate requirements into thoughtful, compelling and strategic design solutions; collaborator and team player

SKILLS & TOOLS

Visual Skills

Print and Digital Design, Infographics,
Art Directing Photoshoots

Design Tools

Adobe Creative Cloud
(InDesign, Illustrator, Photoshop)

Certification

American Graphics Institute, Waltham, MA
UX Design, 2015

Project Management Tools

MS Office, Workflow by Design, CPlus Suite,
Workfront, JIRA Agile

EDUCATION

Boston University, Boston, MA
Bachelor of Fine Arts, Graphic Design

PROFESSIONAL EXPERIENCE

11/2024–12/2024, 07/2024–10/2024, 10/2023–03/2024

MathWorks, Natick, MA

Visual Designer

- Collaborated with the Corporate Communications and Branding team to create strategic and brand-focused design solutions for digital and print projects, including developing a new Climate Action Report recognized by *Graphic Design USA*.
- Created visually engaging images to support the Internal Communications team.

02/2023–08/2023, Curriculum Associates, Billerica, MA

Marketing Designer

- Supported Marketing with brand-specific, compelling print and related digital projects to engage educators, including designing brochures, flyers, event graphics and web images.

06/2022–01/23, Ajinomoto Cambrooke, Ayer, MA

Graphic Designer

- Developed and executed package labels, sell sheets, inserts and social media posts that supported multiple product lines' brand standards.

2018–2022, Helen of Troy, Marlborough, MA

Graphic Designer

- Developed and executed creative concepts for packaging, logos, owner's manuals and infographics for national brands, maintaining brand standards. Worked collaboratively with other creatives and project managers.
- Experience with complex files for printing and management of files.

2016–2018, Craft Worldwide (on site at Staples Corporate Office), Framingham, MA

Graphic Designer

- Lead designer on a variety of business-to-business and business-to-consumer projects including direct mail, sell sheets, emails, banners, catalogs and more delivering high-quality work on time and on strategy.

ADDITIONAL EXPERIENCE

Staples, Framingham, MA

Graphic Designer

- Lead designer from concept to completion on high-visibility, sales-driving projects including social media, direct mail, sell sheets, brochures, posters, catalogs, Power Point and email templates.
- Teamed-up with project managers, copywriters, photographers and stylists to ensure creative excellence was delivered on strategy and to strengthen the Staples brand.

Staples, Framingham, MA

Production Designer

- Collaborated with team members to concept and design a variety of print and digital assets for both Staples business-to-business and business-to-consumer product lines.