

# LAURA STRAUSS

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Portfolio: [laurastraussdesign.com](http://laurastraussdesign.com) • LinkedIn: <https://www.linkedin.com/in/laura-strauss-design/>

## PROFILE

Award-winning graphic designer specializing in creating branding solutions across digital and print media. Developed engaging marketing materials that increased brand visibility and user engagement. Collaborated with cross-functional teams to ensure design consistency and alignment with strategic goals. Expertise in translating complex ideas into visually compelling assets, driving brand recognition and enhancing customer experience.

## EMPLOYMENT HISTORY

### Visual Designer at MathWorks

Oct 2023–Dec 2025

Partnered with Corporate Communications and Branding team to deliver strategic, brand-focused design solutions for online and print projects. Developed Climate Action Report, enhancing visual messaging, reviewed and approved by stakeholders and CEO, completed before deadline, recognized by Graphic Design: USA. Crafted graphics and images to bolster Internal Communications initiatives.

- Designed marketing materials aligned with brand identity.
- Collaborated on cross-functional projects, ensuring visual consistency.
- Enhanced user engagement through innovative graphic solutions.
- Proficient with AI tools to expedite the design process and enhance creative output.

### Marketing Designer at Curriculum Associates

Feb 2023–Aug 2023

Developed print and digital marketing materials that enhanced brand presence. Created brochures, flyers, event graphics, and web images to appeal to educators. Collaborated closely with the marketing team to ensure alignment with brand messaging.

- Designed visually appealing brochures and flyers.
- Crafted event graphics that resonated with target audiences.
- Produced web images to support online marketing initiatives.

### Graphic Designer at Ajinomoto Cambrooke

Jun 2022–Jan 2023

Designed and produced package labels, sell sheets, inserts and social media content to align with brand standards across multiple product lines.

- Collaborated with marketing team to ensure cohesive branding.
- Enhanced visual communication for product promotions.
- Improved customer engagement through innovative social media strategies.

## AWARD

61st GDUSA Design Award,  
Brochure, MathWorks  
Climate Action Report

## SKILLS

Graphic Design  
Branding & Visual Identity  
Marketing Campaign  
Development  
Visual Storytelling  
Print Production  
Infographic Design  
Cross-functional  
Collaboration  
User Engagement

## Adobe Creative Cloud

InDesign  
Illustrator  
Photoshop

## Project Management Tools

MS Office  
Workfront  
Agile JIRA

## EDUCATION

### Boston University

Bachelor of Fine Arts,  
Graphic Design

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## EMPLOYMENT HISTORY *(continued)*

### **Graphic Designer at Helen of Troy**

Nov 2018–Feb 2022

Crafted innovative designs for packaging, logos, owner's manuals and infographics for national brands including VICKS, Braun and Pur, while ensuring brand consistency. Collaborated with creative teams and project managers to enhance project outcomes. Managed complex files for printing.

- Spearheaded design projects that improved brand recognition.
- Collaborated with cross-functional teams to meet timely delivery requirements.
- Enhanced efficiency in file management reducing production errors.

### **Graphic Designer at Craft Worldwide (acquired Staples in-house agency)**

Jul 2016–May 2018

Served as lead designer for diverse B2B and B2C projects, including direct mail, sell sheets, emails and banners. Collaborated with writers, designers and marketing partners to achieve communication goals while upholding brand standards. Managed multiple projects under tight deadlines, ensuring timely delivery of high-quality designs.

- Designed impactful marketing materials for better brand visibility.
- Streamlined project workflows, reducing turnaround time.
- Collaborated with cross-functional teams to align on strategic objectives.

### **Graphic Designer at Staples**

Oct 2014–Jul 2016

Oversaw design from concept to completion for high-visibility projects, enhancing brand engagement. Collaborated with project managers, copywriters and photographers to maintain alignment with strategic goals. Delivered impactful materials across social media, direct mail and promotional platforms.

- Spearheaded design initiatives for brochures and catalogs.
- Championed creative solutions for email templates and PowerPoint presentations.
- Drove brand consistency across diverse marketing channels.