

Laura Mortier

Art Director

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EXPERIENCE

Art Director / Radancy

SEPTEMBER 2021 - PRESENT • CHICAGO, IL

At Radancy, I am part of the internal brand team collaborating with copywriters, fellow art directors and creative directors to refresh company assets to match the brand refresh. I worked on presentation decks, web pages, blog and social media assets, using our most recent style guides to develop an up-to-date library of assets for internal use.

By collaborating with developers, copywriters and creative directors, I took part in brainstorming and kickoff meetings, addressed client challenges and developed visual solutions and successfully launched career websites for major brands. We also created other supporting assets as needed such as social media assets, motion graphics or print materials.

Art Director / David James Group

MARCH 2015 - SEPTEMBER 2021 • LOMBARD, IL

During my time at David James Group I developed logos, infographics, printed materials, social media graphics, online advertisements and banners to support client marketing objectives. I collaborated with creative team members to brainstorm and develop ideas for client projects such as campaigns, conference themes and identities.

I was the lead designer on an ongoing project for SLAS Discovery & Technology scientific journals. I met with scientific professionals and clients to understand the subject matter and designed cover artwork for the print publications.

EDUCATION

University of Wisconsin-Parkside

SEPTEMBER 2009 - MAY 2013 • KENOSHA, WI

Bachelor of Arts - Graphic Design Major

SKILLSET

Design:

 Wireframes & Mockups

• UX/UI Principles • Motion Graphics • Moodboards • Storyboards • Illustration & Vector Graphics • Infographics • Branding • Identity Design • Presentation Design •

Tools:

 Figma • Sketch, Adobe

Creative Cloud (Photoshop, Illustrator, Indesign, After Effects, Audition) • Zeplin • Notion • Microsoft Office • Keynote • Google Suite

Collaboration: Team Player • Communicator • Multitasker • Problem-Solver

LANGUAGES

English - Fluent

French - Native