



CALL
617.894.5135



EMAIL
laura.elena.weiss@gmail.com

WEBSITE
lauraweissdesign.com

Laura Weiss

I'm a digital designer located in Chicago, IL who specializes in graphic, web and motion design. I'm currently a Senior Brand Designer on the Marketing Team at Udacity.

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 specialize in Photoshop, Illustrator, After Effects and Premiere Pro. I am also comfortable designing and maintaining a pattern library in 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 EXPERIENCE

Udacity, Chicago IL

SENIOR BRAND DESIGNER, MARKETING

DECEMBER 2020-PRESENT

As a remote employee, I work closely with Udacity's Creative Director on a range of brand projects for various departments around the organization.

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.

Mullen, Boston MA

ASSISTANT ACCOUNT EXECUTIVE

JUNE 2010-JANUARY 2012

As a junior member of the account team, I collaborated with the client and internal teams to manage day-to-day creative strategy, materials and deadlines for the JetBlue account.

