



LAUREL YOUNG

Art Direction & Graphic Design

An energetic, motivated designer and creative manager with over 10 years of experience and an emphasis in corporate brand marketing, comfortable in all stages of the design process from art direction to production.

🌐 laurelyoungdesign.com ✉️ laurel@laurelyoungdesign.com 📞 949.294.6704

SKILLS

- Art Direction
- Brand Development
- Trade Shows
- Digital Marketing
- Logo Development
- Large Scale Graphics
- Web Design
- HTML
- CSS
- Email Marketing
- Digital Display Ads
- Print Layout
- UI/UX

PROGRAMS

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Acrobat pro
- Flash
- AfterEffects
- Premiere Pro
- Wordpress
- Microsoft Office Suite
- Prezi
- Eloqua
- Exact Target
- Google Web Designer
- SketchUp

EDUCATION

BA in Fine Art with an Emphasis in Graphic Design, Received May 2006
California State University, Long Beach

WORK EXPERIENCE

Guidance Software (Now Opentext)

Senior Graphic Designer, July 2015 - June 2018

- Collaborated with the creative team to develop a new corporate identity for a complete rebrand
- Executed corporate rebranding on 100+ marketing materials company wide
- Responsible for managing and maintaining brand standards
- Creative management & on site support for Guidance's annual user conference
- Creative direction of trade show booths, plus support at events
- Worked directly with executive level and department leaders to develop design solutions that support the goals of the business
- Development of several HTML5 banner ad campaigns
- Design & production of email marketing & newsletters
- Creation and management of IR & sales decks
- 3rd party vendor management

Local Corporation/Local.com

Creative Manager & Graphic Designer, July 2010 - July 2015

- Responsible for maintaining brand standards company wide
- Supported multiple product launches including contributions to market research, product naming, brand and logo development
- Trade show support including working with vendors to design, build and deliver booths, as well as producing supporting messaging and creative assets
- Worked on video content marketing by providing art direction, script writing, and made editing decisions
- Revitalized the brand with the redesign and maintenance of the corporate website
- Provided sales and IR support by producing pitch decks and presentation materials
- UI/UX design focusing on improvement of consumer experience on Local.com as well as working on a mobile browser



Laurel is one of the most talented graphic designers and creative managers that I've worked with in my career. Laurel is not only a creative, but she has a strong business acumen, which allows her to ask relevant questions, probe for clarity, suggest alternatives and consistently produce visuals that are on-message across multiple mediums and platforms.

– Lori Chavez
VP Marketing
Guidance Software

I highly recommend Laurel because of her high-level energy, attention to detail, and passion.

– Henry Tran
Operations Manager
Guidance Software

Laurel's attention to detail is incredible; she has great design direction in all Medias. Any company would find her to be a valuable asset.

– Samson Lancaster
Web Developer
Local.com

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WORK HISTORY, CONTINUED

Access 360 Media

Graphic Designer, December 2008 - May 2010

- Strengthened the Access 360 identity by streamlining the overall branding and bringing a stronger consistency to all promotional materials and redesigning the corporate website
- Created custom ads incorporating motion and sound that were consistent with the client's message and brand
- Supported the sales team by designing digital and printed marketing materials, including sales sheets, PowerPoint presentations and cutting together sample video loops
- Developed multiple logos for the company's subsets

LIVE Publishing

Art Director, January 2009 - October 2009

- Executed the complete design production of LIVE OC and LIVE LB magazines, including photo selection, typography choices and editorial layout
- Managed tight print deadlines and made press checks

Gauldin Farrington Design

Graphic Designer, August 2007 - December 2008

- Created marketing materials targeted at high profile commercial real estate investors. Projects included printed bound books of 30-100+ pages showcasing commercial properties, as well as supporting printed brochures
- Managed preflight of files and print deadlines

Misaine, Inc.

Graphic Designer, August 2006 - May 2007

- Worked in a team environment creating promotional products and tableware for sale at Starbucks stores
- Adhered to and maintained strict brand and campaign standards
- Saw projects through from initial concept through production