

Laura Reedy

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Education

Parsons School of Design

May 2007, New York, NY

Bachelors of Fine Arts in **Illustration & Design**

Experience

Web Designer, ATG Stores

August 2010-current, Kirkland, WA

My job consists of completing general website maintenance including; Adjusting and re-working UI graphics on our 400+ websites. Assisting the Development Team in improving the usability of our site. Cooperating with Business Development to create large panel advertisements for various manufacturers. Designing within a set branding aesthetic, while simultaneously being creative and innovative. Incorporating Flash banner ads. I also work closely with the Social Media Team towards creating a presence on Facebook. This includes designing a Facebook "homepage", layouts for contests, and graphics that get people posting on our wall.

Designer, Extreme Concepts

March 2008-February 2010, New York, NY

Collaborated with designers from Disney, Nickelodeon, Hasbro, DreamWorks, and HIT Entertainment to develop layout and apparel designs. Created artwork distributed to Wal-Mart, K-Mart, Target, Sears, and Macy's. Prepared and delivered files for pre-press production. Communicated with overseas factories regarding art specification and issues. Produced layouts, mock-ups, and displays for sales representatives.

Design Intern, Nickelodeon Studios

September 2006-January 2007, New York, NY

Scanned and formatted preliminary sketches for coloring books. Organized and cataloged artwork library images. Created mock booklets for presentation purposes.

Computer Programs

Flash
Photoshop
Illustrator
After Effects
Dreamweaver
Acrobat 8
InDesign

Skills

CSS
HTML
Animation
Color Theory
Typography Guru
Creatively Intuitive
In Sync with Others
Perceptive

Personal

I am a
classically
trained artist
that has molded
my creativity into
the digital realm