



Laura Vanessa Gonzalez

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Skills

Art Direction
Graphic Design
Adobe Creative Cloud
Typography
Print Design
UX Design
Environmental Design
Photography
Retouching
Retail
E-Commerce
People Management
Time Management
Works well under pressure
Fluent in English & Spanish

Education

MASSACHUSETTS COLLEGE
OF ART AND DESIGN
2006–2010

Bachelor of Fine Arts
Graphic Design

Experience

RAZORFISH / FORMERLY KNOWN AS “PUBLICIS SAPIENT”

SENIOR ART DIRECTOR, 2019–2022

- » Responsible for Directing and producing the Creative team vision for the RAM brand
- » Manages the team by delegating, overseeing and executing creative.

EF ULTIMATE BREAK

ASSOCIATE CREATIVE DIRECTOR, 2018–2019

- » Responsible for leading the Creative team to meet the vision and standards of the Creative Director, Marketing leads and the President of the company.
- » Manages the team by delegating, overseeing and executing creative.
- » Crafted and set forth solutions to streamline the process of briefs and review processes to improve teams overall productivity and quality.
- » Concept and present direction for campaigns to guide the Creative department

RUE LA LA

ASSOCIATE CREATIVE DIRECTOR, 2018

- » Responsible for the holistic creative vision for Marketing team
- » Collaborates with marketing, revenue development, tech, and corporate business stakeholders to execute on-brief creative campaigns
- » Supports \$200MM in annual marketing revenue
- » Manages a team of four designers to ensure continued production quality
- » Partners with the Creative Director (CD) and Executive Creative Director (ECD) to achieve quarterly OKR's and maintain NPS, productivity and efficiency goals

SENIOR ART DIRECTOR, 2015–2018

- » Partners with UX and Product teams to deliver innovative mobile product design
With copy lead, concepts and executes brand activation, retention, and engagement marketing campaigns, as well as revenue development partnership valuing \$3MM annually
- » Art Directed on-model imagery supporting a \$250MM Boutiques business
- » Lead The Guild: an in-house designer mentorship group
- » Partnered with ECD to craft seasonal creative directions
- » Partnered with CD to establish RueLaLa marketing design standards

ART DIRECTOR, 2013–2015

- » Art directed model (women's, men's, kids) and tabletop photoshoots in-house (Boston) and remotely (Kentucky).
- » Selected models in line with the brand's standards and budget.
- » Presented concepts to upper level management and creative teams.
- » Art directed and designed large scale projects while collaborating with copywriters, editors, developers and producers.

GRAPHIC DESIGNER, 2010–2012

- » Worked closely with senior art directors to choose selects and design immersive interactive lookbooks under tight deadlines.

GEMVARA

GRAPHIC DESIGNER, 2012–2013

- » Designed digital, email, print, and social advertisements for the customizable jewelry website.
- » Art directed in NYC's photography studio, Antfarm, to create out-of-home and digital advertisements, featuring jewelry designed by real-life customers.
- » Teamed up with project managers, merchants, UX and marketing departments.
- » Partnered with rendering team to create inspirational jewelry pieces for email campaigns and on-site assets.

Freelance

HONOR CODE CREATIVE

FREELANCE GRAPHIC DESIGNER, 2018–2019

- » Designed t-shirt designs for Dueling T's and redesign for Hudson Interior Designs
Massachusetts College of Art and Design

MASSACHUSETTS COLLEGE OF ART AND DESIGN

FREELANCE GRAPHIC DESIGNER, 2018

- » Developed design for Graduation book for Fashion Design Department