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LAURA FUSON

Designer + Strategist

I am a creative problem-solving expert that cares about how things function as much as how things look. My career revolves around developing authentic and compelling brand identities, outstanding human-centered designs, and unparalleled user experiences.

Experience

Moncur | Art Director

October, 2018 - Current

- Lead high-profile, award-winning projects through all stages of the project life cycle from ideation to final product.
- Deliver extraordinary end products by working in tandem with a multi-faceted team.
- Incorporate and explore client needs and directives, find intuitive solutions to unique requirements, and oversee objectives.
- Collaborate with project management to establish timelines, construct accurate estimates for scoping of work, and provide in-budget results.
- Inspire and mentor other designers on the team by pushing creative boundaries, keeping up with industry evolution, and implementing best practices.
- Communicate the thought process and rationale behind the designs to key stakeholders.

Trademark Productions | Senior Designer

September, 2016 - July, 2018

- Applied UX/UI best practices on large complex website projects and created design deliverables that elevated the client's brand.
- Developed multiple strategic concepts while working closely with the Creative Director.
- Facilitated collaboration with front-end and back-end developers to execute designs functionally and responsively.

Comcast Spotlight | Multimedia Designer

April, 2011 - August, 2016

- Sharpened valuable marketing and advertising skills through superior design and animation.
- Managed multiple projects simultaneously with extremely tight deadlines in a fast-paced corporate environment.
- Boosted production by 80% and serviced multiple top tier market demographic areas.

Skills

Adobe Creative Suite

Sketch

UX/UI Design

Information Architecture

HTML5 / CSS3

Animation

Concept Development

Illustration

Microsoft Office

Client Presentations

Strong Communication

Critical Thinking

Time Management

Education

Graphic Design

Specs Howard School of Media
April, 2009 - April 2010
Outstanding Achievement Award

Associate's of Arts & Associate's of Liberal Arts

Macomb Community College
June, 2003 - July, 2008
Honors for the Two Year College