



LAURA KATZ

LAURAKATZDESIGN.COM
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Over ten years of experience in brand identity, digital design, package design, and marketing — and I still love what I do! I bring passion, curiosity, a growth mindset, big ideas, and an eye for detail to creative direction, naming, copywriting, communication, and brand strategy.

AWARDS

2019 Visual Communications Award, The Ohio Museums Association

Silver Award for a print piece designed for the Skirball Museum that accompanied the walking tours of Jewish Cincinnati during *ish* Festival

2019 Multimedia Award, National Pollution Prevention Roundtable

Most Valuable Pollution Prevention (MVP2) award for a motion graphic campaign centered on TruPath™, a product from Washing Systems

2015 American Marketing Association, Cincinnati Chapter, Pinnacle Award

First Place, Best Integrated Marketing Category for Linens Made With You In Mind campaign, hw.standardtextile.com

Runner Up, Large Business Category for Fabric Gallery, interiors.standardtextile.com

2014 WebAwards (webaward.org)

WebAward for Outstanding Achievement for Create. Grow. Excel. Careers Page, careers.standardtextile.com

EDUCATION

University of Cincinnati – DAAP

2005 - 2007, Cincinnati, Ohio
College of Design, Architecture,
Art and Planning
3.5/4.0 GPA, Dean's List

Harvard College

2000 - 2004, Cambridge, Massachusetts
B.A. Visual and Environmental Studies
Photography Concentration
3.5/4.0 GPA, graduated Cum Laude

IN-HOUSE

Director of Communications & Creative Rockwern Academy | Cincinnati June 2018 - present

Immersed in strategy and execution of all marketing, communications, and branding for a Jewish day school.

Art Director

Zaptivity A Brand Agency | Cincinnati November 2015 – June 2018

Worked directly with a variety of high-profile clients at a small branding firm, including the YMCA of Greater Cincinnati and Hillman Group. Involved at all levels of branding, print, web, advertising, and copywriting. Provide storyboards and art direction for animation and photography. Led rebranding initiative. Managed design interns and freelancers.

Marketing Design Supervisor

Standard Textile Co., Inc. | Cincinnati November 2010 – November 2015 standardtextile.com

Lead creative in award-winning marketing department of international \$800M firm. Executed content marketing initiatives and supported ROI tracking. Served as UI/UX and web designer on microsites and mobile, working closely with developers. Managed and mentored a team of web and graphic designers and interns. Involved in workshops, deep-dive sessions, and other strategy work. Structured new brand identity guidelines and oversaw corporate rebranding. Creative lead on photo and video shoots.

Graphic Designer

Energie, Jones Apparel Group | NYC January 2010 – July 2010

Designed graphics and patterns for apparel. Developed moodboards and color boards to inform seasonal collections.

Graphic Designer

Giant (A division of Li & Fung) | NYC June 2009 – January 2010

Designed graphics and patterns for licensed apparel brands such as South Park and Batman.

Graphic Designer

Aeropostale (JimmyZ Division) | NYC January 2008 – March 2009

Designed graphics and patterns for apparel. Developed moodboards and color boards to inspire collections. Tracked sales of my work in store, and used data to iterate designs. Responsible for auditing competitors and staying current on trends in the fashion industry. Worked with overseas vendors to ensure quality and consistency.

FREELANCE DESIGN

ArtWorks | Cincinnati

One of 37 local artists and designers selected for the #inkyourlove mini-mural initiative. Type design for Tom Wesselmann mural. Advisor for Reading Bridal District Mural

Beautystreams | Paris

Graphics for beauty industry trend forecasts

Bequest Law | Atlanta

Naming, identity, web design

BigEyedWish | NYC

Collaborated with Creative Director Ian Wishingrad on projects for a variety of clients including DirecTV and 3 Wishes Cereal

Blue Sky Law | Atlanta

Naming, identity, web design

della bowls | Miami

Naming and identity including logo, menu, restaurant interior concept, food truck wrap, pitch deck, and employee handbook

EyeControl | Tel Aviv, Israel

Pitch deck for investors, website design

Haile U.S. Bank Foundation | Cincinnati

Website design

Kill Cliff Energy Bars | NYC

Packaging design

Northlich | Cincinnati

Branding concepts and presentation decks

Shop Made In Cincinnati | Cincinnati

Partner, designer for grant-winning concept of online marketplace for local goods

The Soil & The Sea Beauty Products | NYC

Comprehensive identity design: logo, packaging, interior design, signage, and web

WGSN (formerly Stylesight) | Paris, Italy, NYC

Graphics for fashion industry trend forecast

COMMUNITY SERVICE

Jewish Family Service Cincinnati

Board member, 2018 - present

ish Festival

Board member, 2019 - present

Rockwern Academy

Board member, 2017 - 2018

SKILLS & STRENGTHS

Adobe Creative Cloud, Branding/Identity, Campaigns, Copywriting, Creative Direction, Design Thinking, Digital Design, Illustration, Leadership, Marketing, Naming, Packaging, Photography, Presentation Design, Print, Project Management, Strategy, Wayfinding