

Laura Ganem

Art Direction
United States

View the full portfolio at <http://www.thecreativefinder.com/lapagasa>

Professional Experience and Curriculum Vitae

Please kindly get in touch for more information.

Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

Laura Ganem
GRAPHIC ARTIST
www.lauraganem.com / estudio@lauraganem.com
1 (347) 757 1504

SUMMARY

My experience comes from Art Directing, Designing and Developing eye-catching images using graphic design, photography, video and illustration elements for print, video and web campaigns. I like to conceptualize each project using mood-boards, sketches and collages.

WORK EXPERIENCE

VIDEO EDITOR, MAY 2013-NOW

- Assisting with the edit of the smartphone app clips, audio and B-Roll elements for the TV series Graceland; editing with music one Maidenform backstage video and I was in charge of taking the still images for Judd's foundation documentary videos at Shellac.

ART DIRECTOR/PHOTOGRAPHER, 2007-2013

NEW YORK

- SVA Collaboration with the CFDA incubator Timo Weiland developing a Muck for the Pre-fall 2013 Campaign
- Execution of the Product and Social Event photographs at Lladró for e-branding proposes

MEXICO CITY

- In charge of the design of the logo, graphic and packaging design, Product Shoots and POP branding and marketing used at Walmart's stores (Bodega Aurrera) for TOUCH accessories
- Create the logo, promotional design and product shots for Tessy Gourmet
- Colaborating with Reconecta magazine to create graphic elements and portraiture photography
- Hired by TDM Arquitectos to do the interior photography of their last projects to be used for their personal catalog and print publications in different important magazines.

INTERIOR DESIGNER, 2005-2007

- In TDM Arquitectos I was in charge of the furniture and decorative elements for the renovations of different Camino Real Hotels and the Aqua Hotel in Acapulco.
- In Grupo Angeles I was in charge of the coordination and supervision of several renovations and new developments for the chain Camino Real Hotels and Multiva Banc.

EDUCATION

SCHOOL OF VISUAL ARTS, NEW YORK

- MPS, Fashion Photography (2012-2013)

Advertising and Graphic Design (2008 & 2012)

ANAHUAC SUR UNIVERSITY, MEXICO CITY

- BEA Architecture (2000-2005)

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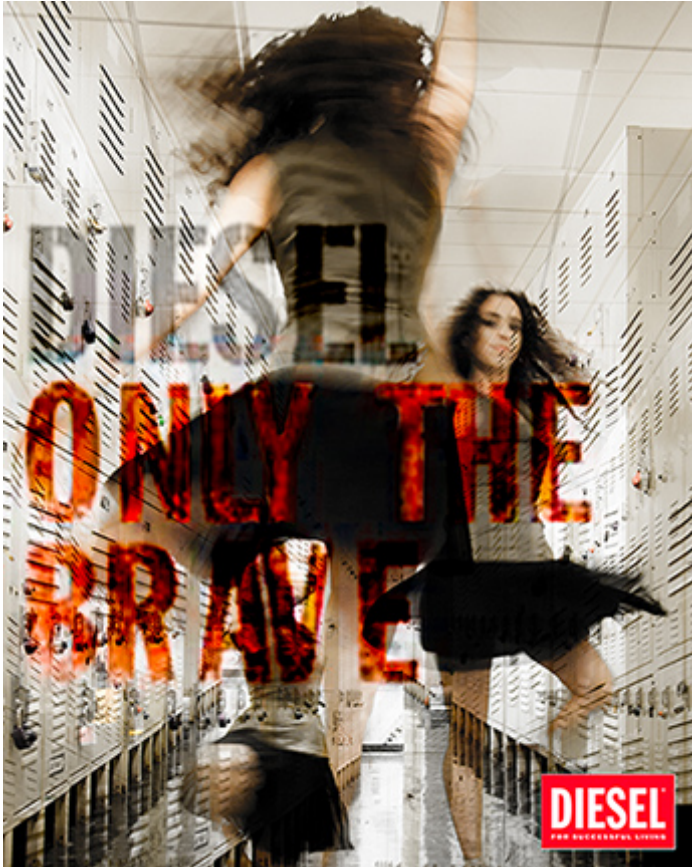


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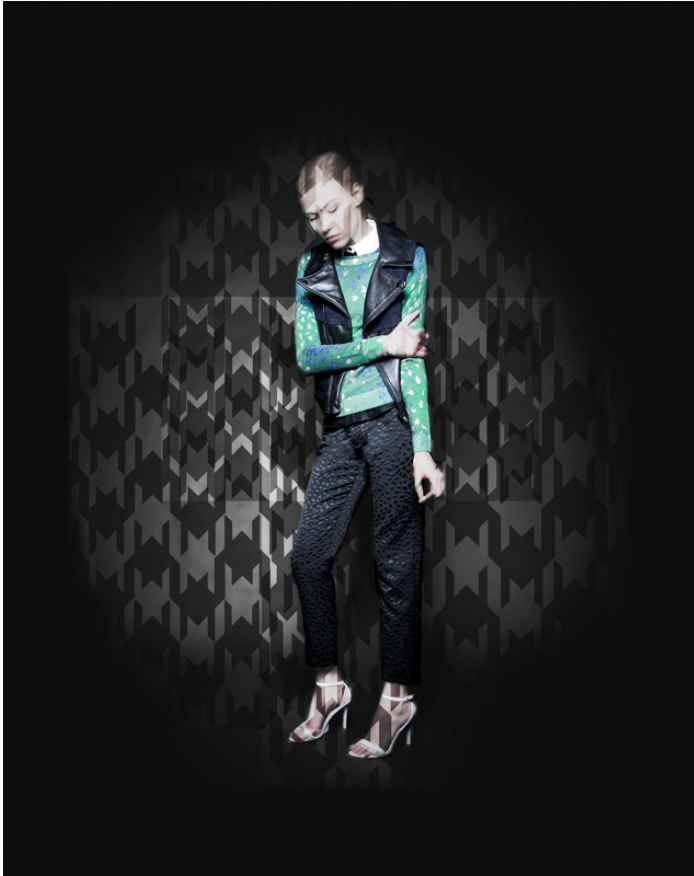


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