

Laura Saravia

Art Direction
United States

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

Professional Experience and Curriculum Vitae

Miss Laura Saravia has over 11 years of graphic design experience in print, identity, and interactive design. Seven solid years of management experience. In her current role as the hands-on art director, with previous experience ranging from sports and corporate to accessories and publishing, she turned a bland four cube workstation to an award-winning design studio. Working in high-demand and tight deadline environments, she comes with expert knowledge in Adobe CS and proficient in motion and web programs as well as refined studio skills. Responsibilities have included managing and sourcing designers, photographers, design production, supervising print press checks and video shoots, all while building strong relationships with a broad range of contributors and stakeholders. Working directly with creatives, marketing, in-house & outside vendors, agencies and other inter-company departments to produce high quality client presentations, advertising and branding campaigns. Additionally, she creates and manages art & music shows in New York City and South Florida.

Previous Clientele

Time Warner
Scholastic
Showtime

NY Yankees
NY Knicks
NY Rangers
NY Liberty
Harford WolfPack
MSG Boxing
Topps

Awards and Accolades

EXPERIENCE

MAR 2004 – PRESENT
GLOBAL MEDIA GROUP, TIME WARNER
Art Director & Senior

Built and manage the in-house creative studio for integrated marketing group as hands-on

art director producing advertising, marketing and branding campaigns, pitches and presentations.

Lead designer for Time Warner corporate and other divisions. Responsibilities include ideation,

planning, sourcing and managing freelancers, print vendors, photographers, agencies and related talent.

SAMPLE CLIENTS: TIME inc., FORTUNE, Cadillac, P&G, Pepsi, Unilever and AMEX X

FEB 2003 – MAR 2004
SCHOLASTIC, INC.

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)
helpdesk 656.227.2902, fax 656.227.0213

Contract designer for advertorials, special inserts, collateral, awards materials, packaging, POP design (for trade show and Scholastic Store), presentations and other

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