



Laura Hallowes Watson

Summary: I have had a versatile career in the following areas of graphic design: publishing, packaging/branding, corporate and freelance over a 15 year career. I have extensive project management experience and an eye for detail. I understand the meaning of a deadline. I am a fine artist and have illustrative capabilities.

Design by Lala (2003 to Present)

Freelance Designer and Commissioned Painter

Graphic Design: Collateral. Logo Development. Branding. Signage. Packaging. Basic Web Design.

In partnering with my clients, I learn about their business objectives and strategies: What image would they like to convey? What message would they like to articulate? Who is their target audience? Where will they spend their marketing efforts? I then create compelling, attention grabbing designs which reflect the client's overall vision.... work s.m.a.r.t. Strategic, Marketable, Attention-Grabbing, Responsive, Targeted Design.

Clients: H2b Creative Advertising Agency, Easy Eats, Suarez & Serrano Law Firm, Trinity Development Group, Cutie Pies Children's Boutique, Mag Mad Magnets (Illustration), Whose Cup, d'Tails Pet Spa, www.dtailspetspa.com

Towers Perrin, Atlanta, GA/New York, NY (December 1997 to May 2001)

Senior Design Manager

Design: Responsibilities included conceptual development, art direction, design, layout and creation of artwork. Various projects encompassed packaging, collateral, creation of summary plan descriptions, web design and branding for major domestic and international companies.

Towers Perrin: brochures, collateral, invitations

Johnson & Johnson: design and art direction with web designers

Project Management: Managed creative teams working on concurrent projects. Project coordination included working with clients, consultants, writers, designers, illustrators and printers to produce design solutions that met client budgetary, creative and strategic requirements.

Towers Perrin: Annual Report, Aventis: My largest international campaign to date: 17 countries in 4 languages. Legal requirements and simultaneous delivery to all employees made time lines critical. Coordination between the consultants, worldwide, printers and clients was of upmost importance. Adherence to strict design standards for consistency. (Please see attached letter of achievement.)

Project Management & Design

Flowers Industries, Genuine Parts Company, Northside Hospital, Republic Industries, Millikin Carpet, Shell Oil Company, SmithKline Beecham: Concept, layout & design of Summary Plan Descriptions and/or Stock Options Plans & Incentive Plans, Internal Promotions and Branding of Benefit Plans, UPS/Teamsters: Benefits Negotiation Documents, Delta Air Lines, Coca-Cola, Turner Broadcasting: Internal Promotions

People Management: Mentored creative team members' career development and direction, managed staff recruitment and hiring, oversaw the purchasing and maintenance of equipment.

continued

online portfolio:
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205 Mountain Point Roswell, GA 30075 cell 678-315-6489

Laura Hallowes Watson continued

1996: Studied in Italy

CokerGolley Ltd., Atlanta, GA (April 1994 to January 1996)

Graphic Designer/Packaging Designer

Developed design solutions from concept to finished artwork for a variety of projects including packaging, signage, collateral, Olympic promotions and award winning Olympic pins, photoshop renderings and systemized graphic standard manuals for Coca-Cola worldwide. A large focus was on packaging with Coca-Cola.

The Coca-Cola Company: Packaging, Photoshop Renderings, Manuals, Stroh's Beer, Barq's Rootbeer, Goody, Procter and Gamble: Packaging, ACOG, Paralympic Games: promotions, Champion, Motorola: collateral for the Olympics, Delta Air Lines: Logos & Graphics for Air Planes, Georgia Pacific: Trade Show Materials

Trans World Publishing, Inc., Atlanta, GA (January 1990 to April 1994)

Graphic Designer

Worked closely with art director in design and layout of four monthly/bi-monthly magazines: Art & Antiques, Boating World, Antique Monthly, Textile World. Assisted clients with advertising layouts & ad placement and designed promotional pieces.

Software: CS5: Photoshop, Illustrator, InDesign, QuarkXpress, Wordpress, Filemaker Pro
Working knowledge Dreamweaver CS6 and HTML5 & CSS.

Education:

Pratt, Brooklyn NY
2001, Painting

The New School, NYC
1999-2000, Drawing and Painting

Lorenzo de' Medici School of Art, Florence, Italy
1996, Major: Drawing and Painting

Art Institute of Atlanta
1991, Major: Design Principles and Production
Graduated with Honors: Awarded
Best Portfolio of Class

Georgia State University
1988, BBA in Marketing/Advertising
Honors: Dean's List 1987-1988

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