



LAURA *Laura Dominick* DOMINICK

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Creative leader and strategic business partner with 10+ years of experience driving design strategies across multi-channel touch points.

WORK EXPERIENCE

Design Manager | EDENS | 2021 - Current (2 years)

- Lead creative direction, design and brand strategy for EDENS' Northeast portfolio of 20+ retail properties.
- Define scope & manage implementation of each design initiative, including stakeholder collaboration, budgets, and all media assets.
- Create design solutions, including: mixed media graphic systems, on-site signage, branding and identity, print/digital advertisements, web graphics, event marketing, UX design, promo videos, motion graphics, and email marketing.
- Manage internal team of 4 colleagues.
- Lead bi-weekly status meetings with senior leadership.
- Manage and coordinate with third parties, including community organizations and production vendors.
- Art direct all on-site videography and photography.

Senior Graphic Designer | EDENS | 2018 - 2021 (3 years)

- Use Adobe Creative Suite to deliver design solutions across a broad suite of deliverables.
- Manage implementation of brand strategy across all print and digital media for regional portfolio.
- Maintain all property websites using wordpress and HTML.
- On-site photography & editing using a Canon 6D Mark II camera.

Graphic Designer | EDENS | 2014 - 2018 (4 years)

- Conceptualize and create an array of design deliverables using Adobe Creative Suite.

Founder & Lead Designer | &toby Apparel | 2017 - 2020 (3 years)

- Led design & brand strategy for screen-printing apparel company.
- Created branding, website, t-shirt designs, and screen-printed shirts.
- Conducted fundraising campaigns to benefit small businesses in the local community, such as the "Do Something Great Today" campaign.

Freelance Creative Designer | 2014 - Current (8 years)

- Branding & design consultant for a variety of clients including fitness, retail, food and beverage, real estate, and non-profits.
- Design deliverables include branding presentations, logos, brochures, investment presentations, event graphics, murals, storefront graphics, packaging designs, t-shirt printing, and marketing templates.

THINGS I'M GOOD AT

PEOPLE SKILLS

Project Management
Empathetic Leadership
Conflict Resolution
Goal Oriented
Adaptable & Flexible

DESIGN SKILLS

Design Strategy
Brand Identity
Storytelling
Environmental Design
Web Design
UI/UX Design
Videography
Photography
Motion Graphics

PROGRAMS

Adobe Creative Suite
Photoshop
Illustrator
InDesign
Premiere
After Effects
XD
LightRoom
Wordpress
Mailchimp

EDUCATION

**JAMES MADISON
UNIVERSITY**
Bachelor of Science,
Media Arts & Design