



# LAURA LAIN HOWELL

**CALL** 707 217 1866

**WRITE** lauralainhowell@gmail.com

**SEE** lauralainhowell.com

## **DESIGN** KODAK MOMENTS

Creative Director, Marketing and Merchandising | February 2017– present

- Lead brand expression, from concept to execution, across app, web, and in-store experiences.
- Foster an engaged and inclusive team culture and promote opportunities for individual goals and growth.
- Provide art direction for seasonal campaigns, product photography and merchandising, CRM, social media, online advertising, creative content and branded hardware evolution.
- Partner to the CMO on B2B and B2C communications and initiatives, focusing on North America operations, providing counsel and critique to worldwide marketing teams.
- Collaborate with cross-functional groups on strategic development and brand personification.
- Cultivate a clear vocabulary for on-brand execution and guidance by refining brand guidelines.

## **MINTED**

Designer, Brand Team | August 2015–January 2017

- Visual designer on the Brand Team, working with Wedding, Baby and Holiday business units.
- Focus on brand expression and strategic positioning through onsite merchandising, print materials, affiliate digital marketing, display, paid advertising, CRM and email design.
- Recognized for building partnerships with business unit leaders and appointed Brand Communications Manager for the Art business to synthesize strategic goals into Brand Team design projects.

## **CREATIVE LIFT**

Designer | October 2012–August 2015

- Print and digital marketing, seasonal style guidelines, product design, annual print catalogs, photographic art direction, trend reporting and attending designer on press checks.
- Frequently stationed client-side after building rapport and strong relationships with client team.

## **E & J GALLO WINERY**

Freelance Designer, Design Intern | January 2012–October 2012

- Point-of-sale collateral, concept ideation, print and web marketing materials, brand development.

## **LEARN** CALIFORNIA POLYTECHNIC STATE UNIVERSITY

BFA | Art & Design | December 2011

Minor | Graphic Communication | December 2011

## **INTERACT** IN/VISIBLE TALKS

Conference Team Organizer, Pop Up Shop Coordinator | 2017-2019

## **AIGA**

Member | Since 2009

San Francisco Design Week Committee | 2015-2016

## **INNERACT PROJECT**

Learning Lab Workshop Leader, “Found Typography” | July 2014

**CULTIVATE** Visual design and strategy, photo art direction, dynamic leadership, critical thinking from concept to completion.

**DELIGHT** Culinary improvisation, lap swimming, beekeeping, and tchotchke acquisition.