

# Laurie Straus

Graphic Designer

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Valley Cottage, NY, US

## *Highly Adaptable Artistic Professional with proven track of innovation and success.*

Extensive experience in graphic designing and art designing, content development, project management, and team leadership. Demonstrated expertise in creating robust designs and delivering projects within deadlines and budget. Cultivate strong relations with clients through excellent communication and interpersonal skills. Proven expert at streamlining processes, achieving desired results, and providing need-based training for optimization of working efficiency.

## Area of Expertise

- ◆ Print & Web Advertising
- ◆ Content Development
- ◆ Printing Production
- ◆ Graphic & Art Designing
- ◆ Relationship Management
- ◆ Process Improvement
- ◆ Stakeholder Engagement
- ◆ Retouching/Color Correction
- ◆ Team building & Leadership

## Career Experience

Art Director/Graphic Artist, The Arc Rockland Congers, New York

2018 – 2020

Generated estimates and quotes for ongoing projects and procured all materials as per requirements. Ensured all projects delivered within budget and deadlines. Documented fundraising donors and donations data to keep all records up-to-date. Implemented diverse inputs to identify and define exciting new concepts, and opportunities. Interacted with potential donors regarding donations.

- Contributed to fundraising events by designing products from conceptualization to completion.
- Planned, designed, and crafted agency products in compliance with company branding policies and National agency specifications to meet set targets.

Art Director/Owner, EllEss Design, Inc. Valley Cottage, New York

1998 – Present

Ensure consistency of all marketing products in line with company branding. Liaise with clients including: The Arc Rockland, Nyack Schools, Georgian Press, Queens Council for the Arts, Warner-Lambert/Parke-Davis, Universal Music & Video, Huntington Arts Council, Huntington's Disease Society, Meals on Wheels, and Center for Safety to design products as per clients' requirements and perform need-based modifications.

- Delivered exceptional customer service by executing follow-up with clients to ensure optimal satisfaction.
- Designed and created brochures, packaging, magazines, letterhead, posters, and direct mail as per client's demands.
- Analyzed marketing and user experience challenges and created on-brand design solutions to meet measurable business goals and requirements.

Founder/Balloon Artist, Confetti Party Decorating

2006 – Present

Managed business operations including client consultations, meetings, event planning, and room decor services while coordinating with vendors. Facilitated clients by suggesting designs as per clients' needs and budget to attain optimal satisfaction.

## Additional Experience

Associate Art Director, Yes Graphics

Assistant Art Director, Hans Kung Associates

Assistant Art Director, ASM Communications

Internship & Freelance, WBMG

**Education:** Bachelor of Fine Arts, SUNY/Buffalo

## Technical Proficiencies

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat), Microsoft Office, Raiser's Edge, & Blackbaud Learning Adobe After Effects and XD