



L A U R A  
K A T Z

## Education

University Of Cincinnati - DAAP  
2005 - 2007, Cincinnati, Ohio  
College of Design, Architecture, Art  
& Planning  
Participated in professional practice  
program, alternating quarters of study  
with work in the design field.  
3.5/4.0 GPA, dean's list

Harvard College  
2000 - 2004, Cambridge, Massachusetts  
B.A. visual & environmental studies  
photography concentration  
3.5/4.0 GPA, graduated cum laude

Seven Hills Upper School  
Class of 2000, Cincinnati, Ohio  
3.9/4.0 GPA

## Software

Photoshop / Illustrator / InDesign /  
Dreamweaver / Flash  
Distiller / Acrobat / Word / Excel /  
Powerpoint / Keynote  
PLM (product lifecycle management)

## Personal

Fast learner / Strong communication &  
presentation skills / Excellent time  
management / Detail-oriented /  
Perfectionist / Friendly

References Available Upon Request

## Work Experience

**Lead Graphic Designer**  
Standard Textile Co., Inc.  
November 2010 – Present  
Cincinnati, Ohio  
Oversaw corporate rebranding.  
Structured new brand identity guidelines.  
Designed corporate business card &  
letterhead, brochures, and other  
collateral.  
Conceived and wrote creative briefs for  
various initiatives and product launches.  
Served as creative director on photo  
shoots.  
Worked with local printers to source  
paper and to create unique printed  
pieces.  
Lead creative in marketing department,  
Mentored & managed a number of  
direct reports and interns.  
Attended design & leadership  
conferences and classes regularly.

**Graphic Designer**  
Energie  
(A division of Jones Apparel Group)  
January 2010 – July 2010  
New York City  
Conceived, developed, & designed  
graphics for junior girls knit & woven  
apparel.  
Researched trends & created trend  
presentations.  
Communicated with factories to ensure  
highest possible quality at low price  
point.

**Graphic Designer & Approval Artist**  
Giant  
(A division of Li & Fung)  
June 2009 – January 2010  
New York City  
Researched trends, conceived &  
designed graphics.  
Created licensed & non-licensed  
graphics & prints for men, boys &  
junior girls.  
Worked with licensors to identify &  
correct legal as well as design issues  
for entire Giant apparel division

**Freelance On-Site Graphic Designer**  
D\*Coded  
April 2009 – June 2009  
New York City  
Conceived, developed & designed t-shirt  
graphics for young men & boys.

## More Work Experience

**Graphic Designer**  
Jimmy'Z USA  
(Owned By Aeropostale)  
Jan 2008 – March 2009  
New York City  
Instrumental in growing Jimmy'Z  
graphics to highest-earning  
department in the company.  
Conceived, developed & designed  
t-shirts, accessories & knits graphics  
for men & women.  
Designed at least one of the top  
three best-selling graphic t-shirts  
95% of weeks.  
Tracked current market trends  
through research & sample  
shopping in NYC & LA.  
Translated applicable trends into  
graphics targeted to our customer.  
Planned and led presentations on  
trends, concepts & best-selling  
graphics.

**Graphic Design Intern**  
Jimmy'Z USA  
(Owned By Aeropostale)  
Sept 2008 – Dec 2008  
New York City

**Freelance Graphic Designer**  
Stylesight, International  
Dec 2008 – Present  
Worked with Paris & Italy branches  
to create multiple sets of graphics  
& prints for use in trend reports.  
Employed various techniques  
including watercolor, ink, & digital  
rendering to illustrate concepts &  
moods.  
Created prints & graphics for  
children, young adults, men,  
women & interiors.

**Graphic Design Intern**  
Philippe Becker Design  
April 2007 - June 2007  
San Francisco  
Assumed a wide range of  
responsibilities including  
design, photography &  
preparing presentations.  
Designed packaging for brands  
including Gardenburger  
& Napa Valley Vintners.

**Graphic Design Intern & Freelance**  
Deskey Integrated Branding  
Spring & Fall Semesters, 2006  
Cincinnati, Ohio  
Involved at a high level with  
both design & strategy.  
Created packaging, identity &  
print work for high-profile clients  
including Coke, Glide & Luvs.