

# Art Director + Designer + Problem Solver + Artist



Laura Swearengin

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## Experience ▶ MMGY Global

Freelance Designer: November 2018–Present

Demonstrated solid design, strategic thinking and quick production skills across disciplines on the 12 Choice Hotels team. Sharpened my proofing skills and provided television concepts for a prospective client.

## Elevation Brands

Senior Designer/Art Director: July 2017–November 2018

As part of the strategic leadership team, designed print, digital, mobile apps, social, websites and videos in quick succession. Implemented more efficient processes and launched a new internal brand identity. Clients included Orcas Island Market, ARMA International, Shorty Smalls Restaurant, Tanners, CARSTAR, Rent My Instrument and ARTS KC. Learned all about the grocery business and nudged them to a digital presence.

## C2FO

Senior Designer/Art Director: May 2014–November 2016

Developed all brand identity materials for this financial start-up. Crafted the look and feel of every facet of the company, including website, digital platforms, collateral and social media. And got it all live faster than expected.

## VML

Senior Art Director: June 2009–April 2014

Generated highly strategic digital campaigns, websites and traditional work for big names, including Southwest Airlines, Kellogg's, KC Royals, Hill's Pet Nutrition, Tom's of Maine, TEDxKC and American Century. Sharpened my design, collaboration and digital skills in a place where speed and efficiency rule. Also became a keynote zen master.

## MMG worldwide

Senior Art Director: November 2006–April 2009

Delivered attention-getting creative for hospitality clients, including Delaware North Companies Management Group, Missouri Tourism, Caribe Royale Orlando, Holiday Inn, Argosy Casino and the Pocono Mountains. Traveled to new places, stayed at a historic hotel rumored to be haunted and contributed to the first Gold ADDY win in six years.

## Nicholson Kovac

Art Director November: 2002–November 2006

Produced innovative multi-media campaigns for Sprint, PMG, FMC (Agriculture), Westar Energy, Alvin Alley and Ronald McDonald House. Enjoyed branding new accounts and learning all about killing bugs and weeds.

## Barkley Evergreen & Partners

Art Director: January 1998–October 2001

Created notable work for Payless Shoe Source, Parade of Shoes, Paramount Parks, Pearle Vision, Hallmark, UMB Bank and La Petite Academy. Launched Baby's First Shoes for Payless and the Paramount Parks Obsession Campaign. Saw the Pacific Ocean for the first time.

## Muller + Company

Designer/Art Director: January 1996–January 1998

Created print and collateral for Pride Cleaners, Crown Center, Hallmark and Missouri Tourism. Won my first award and bought my first house.

## Education ▶ The University of Kansas

Bachelor of Fine Arts in Visual Communications and Illustration

Awards ▶ Multiple KC ADDYs, NAMAs, Philly Awards and IABC Conference awards.

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