

LAURA WILLIS
Creative Director: Interactive/Print

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SUMMARY OF QUALIFICATIONS:

Senior creative professional with extensive experience in consumer and business-to-business communications, as well as retail marketing in offline and online media. Offering dynamic integrated solutions.

Competencies in:

- Trade and Consumer Ad Development, Online and Print
- Web Site Design, Information Architecture and Art for Online Applications
- E-Communications
- New Product Introduction/Brand Development
- Trade Show Graphics and Point of Sale
- Package Design, Direct Marketing, Collateral Design and Sales Promotion
- Multimedia, Video and TV Production

Personal skills:

- Strategic Creativity
- Communication
- Problem Solving
- Client Relationships
- Management
- Teamwork/Collaboration

EXPERIENCE:

Willis-Works Communications, Hanson, MA **Creative Director**

2002-present

- Designing retail product packaging and web site for Joseph's Gourmet Pasta & Sauces.
- Designed newspaper advertising, sales promotions and e-mail direct marketing for The Backyard Barbeque, a new retail store.
- Developing brands, including corporate identity and collateral for Cynergy life coaching, Racing Reality racecar driving school, Hanson Holistic Center and an up and coming restaurant chain.

Fidelity Investments Advertising Agency, Boston, MA **Creative Director**

2000-2002

- Responsible for managing a team of full time and contract employees to develop online communications including intranet sites, internet and e-commerce sites for Fidelity Capital Companies, retail banner advertising, multimedia communications and customer directed e-communications.
- Saved approximately \$2.6 million per year in productivity time by redesigning information architecture, design and usability of 200+ page worldwide human relations HRWeb site.
 - Exceeded industry standards in response rates for online banners and e-mails by creating strategic e-communications campaigns for Insurance.com, a Fidelity company.
 - Directed design and development of Fidelity's first e-fulfillment delivery system that proved to save Fidelity in excess of \$2,000,000 in mailing and print costs.
 - Redesigned online ordering system and process, and provided information for Sebastians, a Fidelity Capital Company. Directed design of internet/e-commerce web site for retail café, high end and corporate catering.
 - Directed creation of multimedia Flash tutorial buzz card to promote use of online customer services on Fidelity.com, distributed to new customers at investment centers, so representatives could focus on strategic customer issues. Won additional Flash project to launch company intranet portal, due to success of buzz card.
 - Managed design of corporate screensaver to increase desktop security of proprietary information.
 - Designed and managed development of Fidelity's first rich media direct marketing e-mail for Charitable Gift Fund, which received stronger response than its print counterpart in tough market timing.
 - Managed design of theme and graphics for Infofest, Fidelity's Technology trade show, which received internal Agency Interdisciplinary Team Achievement Award for strong cross-functional collaboration.

Lotus Development Corporation, an IBM Company, Cambridge, MA **Senior Graphic Designer/Art Director**

1993-2000

- Responsible for a cohesive core collateral and packaging look to position the Lotus brand as a global technology leader. Managed budget and cost containment on individual projects, presented to clients, and managed both internal and multiple external resources of designers, design studios, photographers and illustrators.
- Created highly successful new software product launches, including packaging, collateral, channel marketing and web support, working closely with product development and marketing, to meet tight release deadlines.
 - Developed graphic identities for product screens, seminar series, tradeshow, business partner programs and corporate service programs.

- Designed variety of online work: e-mastheads, splash screens, art for Graphic User Interface (GUI), SmartMasters for corporate presentations, and various artwork for Web.
- Initiated development of award winning Lotus Corporate Identity Standards System CD, recognized by Massachusetts Interactive Media Council Award in Presentation of Information category. Managed content, created site map, architecture and outside developers to evolve worldwide Intranet and Extranet.

Willis Advertising and Design, Hanson, MA 1992-1993 & 1995-2000 (concurrently with job at Lotus)
Freelance Art Direction/Creative Direction

Developed brand, including corporate identity, collateral, consumer packaging, consumer advertising and trade advertising for clients Decas Cranberry Products, Tibersoft Inc., Cirelli Foods, Inc. and Joseph's Gourmet Pasta & Sauces.

- Designed Lids, retail hat store, product packaging and point-of-sale materials.
- Developed product launch, sales promotion and collateral support for Diamond Crystal Specialty Foods, Inc.
- Designed JacPac product packaging, Legal Seafoods advertising and restaurant graphics, as well as consulted and designed new-business presentations for Buyer Advertising, Newton, MA.

Ingalls, Quinn & Johnson/Cipolla Group, Boston, MA 1991-1992
Senior Art Director

- Designed and developed creative for ads, POS, brochures, direct marketing, new business pitches and successful multi-faceted promotional programs for Ocean Spray Food Service and Consumer Products, Colombo Yogurt, Diamond Crystal Specialty Foods, Whistler, CVS, Hit or Miss and MCI. Managed variety of internal support staff.

Various agencies: Houston Advertising/Ingalls, Quinn & Johnson, Boston 1990-1991
Freelance Art Direction

- Created various advertising and collateral projects for Lechmere, Child World, MediSense (blood glucose monitors), Ocean Spray Food Service and Devonshire Placement Consultants.

Devine & Partners Advertising, Inc., Quincy, MA 1986-1990
Senior Art Director

- Created award-winning campaign for Pepperidge Farm
- Designed trade and consumer advertising, sales promotion, point of sale, direct mail, television/video production and collateral design for: Ragu Food Service, McCormick Spices, Lunt Silversmiths, Colombo Frozen Yogurt, Holiday Inn, Rockland Trust Savings Bank, Dennison Manufacturing, Frionor Fish, Co., Pitco Frialator, Weaver Chicken, All Brand Distributors and others. Presented creative to clients and supervised junior art staff.

EDUCATION:

Massachusetts College of Art, Boston – Bachelor of Fine Arts Degree in Graphic Design/Advertising.
Specialized seminars and computer training classes include:

Boston Center for Adult Education – Quark Xpress

Graphics Express/Spire – Adobe Illustrator, Macromedia Dreamweaver, Macromedia Flash

The Color Center, Boston, MA and The Center for Creative Imaging, Camden, ME – Adobe Photoshop

Interactive Factory – Advanced Photoshop & Intro to HTML

Boston University – Information and Media Design for the Web

Electronic Experience:

Quark Xpress – Adobe Photoshop – Adobe Illustrator – Adobe Dimensions – Adobe Image Ready

Microsoft Office Apps. – Lotus Notes – Adobe Acrobat – Painter – Netscape/Internet Explorer

Macromedia Dreamweaver – Macromedia Flash

SPECIAL RECOGNITION:

2001 & 2002 Fidelity Agency Achievement Awards for Interdisciplinary Teams on HRWeb & Infofest projects.

1999 Massachusetts Interactive Media Council award in Presentation of Information Category for Lotus Corporate Identity CD.

1986 BPAA Pro-Comm Award for Pepperidge Farm Trade Advertising Campaign.

1985 Hatch Award Merit in Promotion of Advertising Services for self-promotion piece.