



678.447.7166
 laurahsharp@gmail.com
lsharpcreative.design

SKILLS

CREATIVE DIRECTION

- Concepting/Strategy ◀
- Project Management ◀
- Team Management ◀
- Client Personations ◀
- Mentoring ◀

WEB & APP

- UX/UI ◀
- Axure ◀
- Sketch/Adobe XD ◀
- HTML/CSS/PHP ◀
- Bootstrap/Material ◀

PRINT

- InDesign ◀
- Illustrator ◀
- Photoshop ◀
- Word ◀
- PowerPoint ◀

MOTION

- After Effects ◀
- Premiere ◀
- Photoshop ◀
- Final Cut Pro ◀
- Audition ◀

EDUCATION

JAN 2010 - MAY 2013

Georgia State University

BFA in Graphic Design

Mainly focused on

branding and UX/UI design.

Minors in Business and Marketing.

Cum Laude - 3.6 GPA

AGENCY EXPERIENCE

November 2019 - November 2020 • Design Print Banner / BannerBuzz: Lawrenceville, GA

Creative Director: Oversee the brand direction and strategy for all 7 companies under the main umbrella company, Design Print Banner. During this time I set up a new office and team in Atlanta, for a company mainly based out of India, and oversaw and grew the existing design team in India as well as the two marketing teams there. I implemented design processes including a new PM system, creative briefs, monthly marketing briefs, yearly planning briefs, and Dropbox as a server with a new filing structure.

- › Instrumental in achieving record sales for Covers&All of over \$2-3M in one month, continuing for consecutive six months and achieving year-end goals after only seven months of taking the brand on. This success included tripling open rates and quadrupling click-through rates.
- › Designed and execute marketing strategies for all 7 companies as well as new brand strategies/ positioning and content strategy for the coming year.
- › Rebranded Covers&All, to be launched in 2021, along with creating a new website, new branded marketing material, and the launch strategy.
- › Constructed departmental budget based on in-house agency structures.

September 2018 - August 2019 • Corporate Reports: Atlanta, GA

Sr. Art Director: Designed creative and directed a team to produce digital and printed annual reports for Fortune 500 clients. Implemented new design and forward-thinking development processes to meet and exceed industry standards. Integrated UX-based design processes across all digital hierarchies.

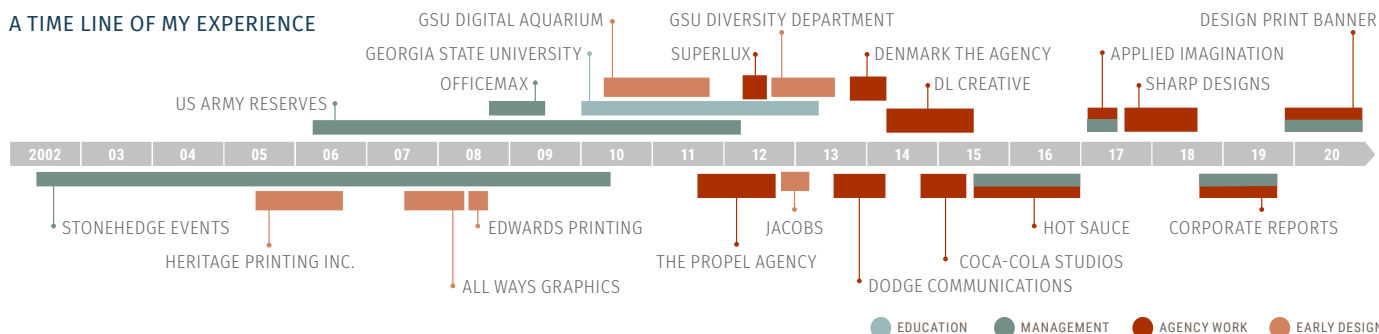
- › Gained and retained clients with new ideas of how to execute a robust but sustainable annual report online. With implementing the latest CMS technology we were able to create sites that could be easily updated and adapted from year to year.
- › Presented various clients like Clorox, Tyson, Hilton, and UPS with new creative ideas for their annual reports that included a better User Experience and trendy design to represent the year.

June 2017 - September 2018 • Sharp Designs / Pixel Positive: Marietta, GA

Owner - Creative Director: Lead strategist & designer for holistic branding, integrated marketing campaigns, corporate communications, and product launches. Projects included brand and content strategy, brand identities, motion storytelling, UI/UX revamps for apps & website, and print & digital marketing collateral. Won contracts through exceptional presentations from independent boutiques to Fortune 500 corporations. Honed skills at creating rewarding internal and client-facing environments.

- › Bridged the gaps between user and brand experience to create positive outcomes and changes for companies like X3 sports who saw a 40% increase in membership sales.
- › Simplifying and streamlining the UX and page content for Routematch's website dramatically accelerated site visits by 38.3% and a conversion increase of 9%.
- › Transformed IBC, a Dubai-based continuing medical education academy, from a mere organizer of courses to a prestigious and institutional academy that is globally active.

A TIME LINE OF MY EXPERIENCE





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CLIENTS

- ActiveHealth Management
- AIG
- AMGA
- Arby's
- AT&T
- Aycock Properties
- Aysent
- BannerBuzz
- Credit Risk Monitor
- Clorox
- Coca-Cola
- COMDATA Health
- Covers&All
- Elavon
- Franchise Direct
- Gwinnett County
- Hilton
- IBC Medical Academy
- Liberty Park
- MASSIE R&D Tax Credits
- Miller Brothers Ltd
- NanoLumens
- NBC Universal
- NeonEarth
- Nextech
- Nononsense
- Opus
- PEAK Health Solutions
- Popeyes
- Publix
- Rooms To Go
- Routematch
- SigmaCare
- Southern Company & Op Cos
- Southern Hollywood Events
- Storage Post
- SunCoke Energy
- TOTO USA
- Tyson
- UPS
- Waffle House
- X3 Sports

Jan 2017 - June 2017 • Applied Imagination: Peachtree Corners, GA

Contract Creative Director: Assembled a team of the industry's top up-and-coming design, UI/UX, copy, content, developers and AV professionals to escalate performance enhancements of all business metrics. Implemented design processes and project management improvements while building a core team. Lead client presentations and new pitches with innovated ideas and trend setting designs.

- › We helped Massie, an Atlanta CPA and law firm, leapfrog past their competitors with a modernized rebranding that best reflected their tech-forward services filling their new business pipeline with a stream of new clients.

July 2015 - November 2016 • Hot Sauce: Roswell, GA

Sr. Art Director: Led the creative team to produce forward thinking and on message branding, websites, ads, motion videos, user experiences, and print collateral. Created the standards for project management, process, workflow, and new creative.

- › Streamlined the User Experience of Southern Company's Online Customer Care portal gaining a 45% increase in the website's traffic over the following year. This accomplished our goal to decrease the service call volume and in-person services by 30% while increasing the online customer services usage.

April 2014 - July 2015 • DL Creative: Roswell, GA

Art Director: Led client presentations/proposals, directed and designed several projects that include: the redesign of Arby's website, print and social media ad campaigns, and trade show booths.

August 2014 - April 2015 • Coca-Cola Studios: Atlanta, GA

Contract Sr. Designer/Art Director: Lead Designer on internal and external facing projects such as web design, UX/UI, print, video and photography direction, motion graphics, and brand development.

April 2014 - August 2014 • Denmark (The Agency): Marietta, GA

Contract Sr. Designer: Position included brand strategy, web design, and UX/UI design. Worked on AIG's GO app, HR website applications, and branded & designed AIG's 2014 Cx Summit.

July 2013 - April 2014 • Dodge Communications: Alpharetta, GA

Freelance Sr. Graphic Designer: Worked as lead designer on several rebrand campaigns that included software and websites redesigns, logo development, and brand standards.

Production Artist

June 2005 - September 2006
 Heritage Printing Inc
 Buford, GA

Graphic Design

July 2007 - May 2008
 All Ways Graphics
 Wilmington, NC

May 2008 - September 2008

Edwards Printing
 Buford, GA

September 2012 - February 2013

Jacobs Engineering Group
 Norcross, GA

August 2012 - July 2013

GSU Office Of Diversity
 Atlanta, GA

May 2010 - October 2011

GSU Digital Aquarium
 Atlanta, GA

August 2011 - September 2012

The Propel Agency
 Atlanta, GA

May 2012 - August 2012

Superlux
 Atlanta, GA
 (Motion Designer intern)

Other Management

October 2008 - July 2009
 Officemax
 Jacksonville, NC
 Impress Supervisor

May 2002 - June 2010

Stonehedge Events
 Buford, GA
 Event Coordinator And
 Advertisement Manager

April 2006 - April 2012

US Army Reserves
 Macon, GA
 Sergeant, 92G And 25M

