



LAURA SWEARINGAIN

678.447.7166 • creativedesignbyls@gmail.com • Iscreative.design

ABOUT ME

With over 23 years of experience, I am a creative leader dedicated to enhancing lives through product design. My focus on user experience promotes tranquility, inclusivity, and empathy, allowing us to create solutions that empower users and boost brand visibility. I thrive in fast-paced environments, guiding cross-functional teams from concept to market while fostering innovative thinking and problem-solving.

I prioritize nurturing multidisciplinary teams, embracing complexity, and achieving simplicity. My leadership philosophy emphasizes inclusive collaboration and diverse perspectives, enabling strong partnerships with clients, senior leaders, and stakeholders.

SKILLS

CREATIVE DIRECTION

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

WEB & APP

- UX/UI ◀
- User Research & Testing ◀
- Figma/Sketch/Adobe XD ◀
- HTML/CSS/PHP ◀
- Bootstrap/Material ◀

PRINT

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

MOTION

- After Effects ◀
- Premiere ◀
- Photoshop ◀

AGENCY EXPERIENCE

Sept 2022 - Jan 2025 • Annexus Health • Pittsburgh, PA (Fully Remote)

Product Design Lead: Facilitated interdepartmental collaboration among designers, product managers, developers, marketers, customer service reps, and business leaders to enhance the user experience of AssistPoint, thereby increasing financial support for patients.

- ▶ Provided strategic guidance for AssistPoint's functionalities and oversaw the research, design, and frontend development of a new design system for effective deployment across all departments.
- ▶ Established multiple channels for user feedback, including quarterly surveys, in-app feedback feature, and weekly user round tables, which significantly improved user engagement and provided valuable product insights.
- ▶ Directed the redesign of AssistPoint to enhance its usability and achieve AA Level compliance with the Americans with Disabilities Act (ADA).
- ▶ Fostered cross-department collaborations, which reduced development time through clearer definitions of project scopes and requirements.

Jan 2021 - Oct 2022 • Brunner • Atlanta, GA/Pittsburgh, PA (Fully Remote)

Sr. UI/UX Designer: Oversaw the User Experience and strategic direction for web-based initiatives, while establishing company standards for our UI/UX processes and deliverables. I fostered relationships with both internal and external clients, achieving outcomes that not only aligned with their end-users' needs but also fulfilled their business objectives.

- ▶ Managed projects to facilitate collaboration among various teams, including designers, marketing professionals, copywriters, developers, clients, and users.
- ▶ Led client presentations and sustained relationships with key clients such as Goodwill of North Georgia, Rinnia, Lourdmurray, and IUP.
- ▶ Assisted Brunner in expanding their client base by forming partnerships with external agencies seeking UX and design consultancy.

November 2019 - November 2020 • Design Print Banner • Lawrenceville, GA

Creative Director: Managed an international team of designers, marketers, writers, and developers. Delivered essential brand guidance and marketing strategies for seven companies under the Design Print Banner umbrella, including BannerBuzz. In addition to managing our global teams, I successfully established a new office in Atlanta, GA.

- ▶ Introduced design processes, including a new project management system, creative briefs, and an organized filing structure utilizing Dropbox. Additionally, I developed a departmental budget that aligned with the structures of our in-house agency.
- ▶ Achieved record sales of \$2-3M monthly for Covers&All, leading to tripling email open rates and quadrupling click-through rates.



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RECOMMENDATIONS

Laura is a great coworker. She is supportive of her team and is very productive, even in high-pressure environments. She is not afraid of large workloads and will keep leadership informed of statuses and/or issues with projects, as needed. She is very knowledgeable about UI/UX industry standards and will ensure that the work being done within the system will be high caliber. Laura and her team were able to do some very impressive things for our system. Her work has helped to streamline multiple processes which was appreciated by our users. I believe that she would be an asset to any company with a UI/UX team..

Robert Patrus

Project Manager & Previous Co-Worker

Laura is a consummate professional and top-notch team leader. She is always looking for innovative answers in her problem solving and empowers everyone in her department to find their voice and contribute to creative solutions. Her knowledge of design, brand building, UI/UX, customer actions/interactions, visual aesthetics, copy - everything under her purview - is both impressive when taken individually and powerful when taken collectively. Combine that with strong organizational skills and work flow direction and management, her results-oriented approach never fails to produced strong increases across all measurable data metrics.

Patrick Mulvihill

Copy Writer & Previous Employee

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- › Formulated marketing and branding strategies for all seven companies and devised a content strategy for the upcoming year. Rebranded Covers&All in preparation for a 2021 launch, which included a new website, branded materials, and a comprehensive launch plan.

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

Sr. Art Director: Led creative design and managed a team to produce digital and printed annual reports for Fortune 500 clients, introducing innovative processes to exceed industry standards.

- › Developed sustainable online annual report solutions by implementing cutting-edge CMS technology, ensuring easy updates and adaptability year after year, leading to client retention and new business
- › Delivered fresh creative concepts to prominent clients such as Clorox, Tyson, Hilton, and UPS, enhancing User Experience and incorporating trending designs to reflect each year's theme.

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

Co-Owner - Creative Director: Led branding, marketing campaigns, corporate communications, and product launches. Projects included brand strategy, identities, UI/UX enhancements, and marketing materials. Secured contracts from boutique to Fortune 500 clients through compelling presentations. Enhanced internal and client environments.

- › Improved user-brand experience resulting in a 40% increase in membership sales for X3 Sports.
- › Boosted Routematch website visits by 38.3% and increased conversions by 9% through UX and content simplification.
- › Elevated IBC in Dubai from a course organizer to a prestigious, globally active academy.

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

Contract Creative Director: Built a high-performing team comprising top design, UI/UX, copy, content, developers, and AV professionals to boost business metrics. Implemented design processes, project management enhancements, and core team development. Conducted client presentations and pitched innovative ideas and trend-setting designs.

- › Revamped Massie, an Atlanta CPA and law firm, with a modern rebranding that showcased their tech-forward services, leading to increased client acquisition and competitive advantage over rivals.



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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

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

Sr. Art Director: Led the creative team in developing innovative branding, websites, ads, motion videos, user experiences, and print collateral. Established standards for project management, workflow, and new creative processes.

- Optimized Southern Company's Online Customer Care portal to boost website traffic by 45% in one year. Successfully reduced service call volume and in-person services by 30% while enhancing online customer service utilization.

OLDER EXPERIENCE

Production Artist Roles

June 2005 - September 2006

Heritage Printing Inc - Buford, GA

Graphic Design Roles

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

July 2013 - April 2014

Dodge Communications - Marietta, GA

April 2014 - August 2014

Denmark (The Agency) - Marietta, GA

August 2014 - April 2015

Coca-Cola Studios - Atlanta, GA

April 2014 - July 2015

DL Creative - Roswell, GA

Other Management Roles

May 2010 - October 2011

GSU Digital Aquarium - Atlanta, GA

October 2008 - July 2009

Officemax - Jacksonville, NC

Impress Supervisor

May 2002 - June 2010

Stonehedge Events - Buford, GA

Marketing Manager & Event Coordinator

April 2006 - April 2012

US Army Reserves - Macon, GA

Sergeant, 92G And 25M

A TIME LINE OF MY EXPERIENCE

