

LAURA M. MASON

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SUMMARY OF QUALIFICATIONS

Art director, graphic design, and production artist professional with years of strong creative, communication, and project management experience. Well-developed leader and team player able to manage complicated assignments with an eye for detail. Ability to research market trends in relation to target audience. Consistently achieve project completion on time and under budget. Broad range of experience includes trade campaigns, book cover design, direct and internet marketing pieces, store design, billboards, catalogs photoshoots, and product packaging. Experience includes managing pool of freelance designers. Proficient in Adobe Creative Suite.

PROFESSIONAL EXPERIENCE

JOHNSON RAUHOFF, Benton Harbor, Michigan 2013–Present

Art Director/Graphic Artist for Amway North America's 2014 Ribbon Gift & Incentive Program

- Art direction, design, and production work for the Ribbon Gift & Incentive Program: 30 gift cards, printed selling materials, and online selling guide PDFs. Work closely with Johnson Rauhoff on the development of 28 product catalogs and annual catalog. Managed the translation of all pieces into Spanish and French.
- Work closely with Amway's marketing lead and writer to concept, develop, design and produce innovative new selling pieces to educate businesses and customers about the program.
- Art directed product photo shoots for photos used in marketing materials.

AMWAY NORTH AMERICA/BEELINE, Ada, Michigan 2011–Present

Art Director/Graphic Artist

- Performed all of the duties listed above for Ribbon program years 2012 & 2013, as a contractor through Amway North America/Beeline. Also performed the additional duties listed below.
- Designed Internet banner ads to highlight the focus of each season of the Ribbon program to drive sales.
- Developed the Ribbon Brand Style Guide for 2012 and 2013.
- Designed updated look for the *Ribbon Gift Solutions* monthly e-newsletter, which in six months after it launched, increased "share" rates by 297%.
- Art directed and designed the Artistry exhibition presence at the 2014 Diamond Club event in Hawaii.
- Concepted the Amway Spring 2013 Trade Campaign, *Go Big*. Created highly successful short videos for each of three ideas to communicate mood and tone to stakeholders.
- Creative Lead for the 2012 Amway Black Friday Cyber Sale, which generated \$5.1 million in sales, which was an increase of 49.8% over 2011's sale.
- Created the Amway North America Style Guide for all three of Amway's 2012 monthly newsletters.
- Assisted with a wide variety of Artistry beauty jobs, including the *Beauty in the Know* monthly newsletter, and Miss America Organization, Coaches' Poll, and Detroit Red Wings sponsorship pieces.

MEIJER INC./THE JUDSON GROUP, Grand Rapids, Michigan 2011

Package Design Production Artist

- Worked closely with the Package Design Team to execute packaging artwork compliant with established brand standards. Prepared and submitted files for printing.

LAURABOREALIS PRODUCTIONS, Grand Rapids, Michigan 2008–Present

Freelance Art Director/Designer/Production Artist

- Art direction, design, and production work for clients such as DDM Marketing, Head Start of Kenosha, WI, Meijer, Zondervan Publishing, Worthy Publishing, and Grand River Pictures.
- Concept and design marketing pieces, both print and web.
- Logo design and brand development.
- Detailed production work for quarterly financial reports.

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ZONDERVAN, A division of Harper Collins, Grand Rapids, Michigan

2000–2010

Art Director/Graphic Designer 2006 – 2010

- Collaborated with marketing staff to concept, present, execute, and designing book and new media packaging.
- Art directed an average of 60 titles per year, completing them on schedule, and under budget by 10-20%.
- Coordinated book interior designs achieving a cohesive overall package.
- Researched target audiences and design trends to provide the most appealing designs for given demographic.
- Hired and supervised illustrators and freelance designers, established performance objectives, and mentored them to reach performance goals.
- Directed photo shoots when custom photography was deemed to be the most compelling solution.
- Worked closely with marketing team to develop Internet banner ads, e-blasts, and other promotional materials in anticipation of a book's launch.
- Assisted with the writing of concise and compelling back cover sell copy.
- Supplied press-ready files to printer accurately and on schedule to ensure release dates were met.
- Directed covers for authors such as National Book Award Winner Walt Wangerin, Jr., *New York Times* Bestselling authors Karen Kingsbury, Terry Blackstock, and many more.

Assistant Art Director/Graphic Designer/Production Artist 2000 – 2006

- Developed creative strategies, concepts and designs for children's books, Bibles, and new media achieving marketing and advertising goals and objectives.
- Directed artists from all over the world in creating picture books and book covers to attract young readers.
- Appointed as lead designer for Zondervan's *I Can Read* series of books, partnered with Harper Collins Publishers to meet the strict style guidelines for each age bracket.
- Lead art director for the 2006 update of *The Beginner's Bible* brand of Bibles and board books.
- Developed *The Beginner's Bible* style guide for other designers to follow.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Web Design & Development classes, Grand Rapids Community College, Grand Rapids, Michigan

Completed Franklin Covey classes *The Seven Habits of Highly Effective People*, *Four Roles of Leadership*, and *Writing Advantage*.

Bachelor of Arts, Art & Design, Grand Valley State University, Allendale, Michigan.

PROFESSIONAL AWARDS

Art Direction:

- 2010 Christian Retailer's Choice Award Finalist for *The Magnificent Obsession* by Ann Graham Lotz.

Art Direction and Design:

- 2010 Christy Award finalist for *Daisy Chain*, by Mary DeMuth.
- 2009 EPCA Book of the Year finalist for *Living Water* by Brother Yun.
- 2006 Christian Retailer's Choice Award Winner for the 512-page *The Beginner's Bible*.
- 2004 Silver Addy Winner for *The Backpack Bible* packaging.