

LAURA M. MASON

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SUMMARY OF QUALIFICATIONS

Art director, graphic designer, 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 budget. Broad range of print and online experience includes trade campaigns, book cover design, direct and internet marketing pieces, store design, billboards and banners, catalogs, photoshoots, and product packaging. Experience includes managing pool of freelance designers. Proficient in Adobe Creative Suite.

PROFESSIONAL EXPERIENCE

LAURABOREALIS PRODUCTIONS, Grand Rapids, Michigan 2008–Present

Freelance Art Director/Designer/Production Artist

- Art direction, design, and production work for clients such as Haworth, Meijer, Amway North America, DDM Marketing, Zondervan Publishing, Worthy Publishing, Grand River Pictures, FastSigns, and Belwith Products.
- Concept and design marketing pieces, both print and web.
- Logo design and brand development.
- Designed product packaging artwork compliant with client's established brand standards.
- Detailed production work for quarterly financial reports.

JOHNSON RAUHOFF, Benton Harbor, Michigan 2013–Present

Art Director/Graphic Artist for Amway North America's 2014 & 2015 Ribbon Gift & Incentive Program

- Art direction, design, and production work for the Ribbon Gift & Incentive Program: 32 gift cards, printed selling materials, and online selling guide PDFs. Work closely with Johnson Rauhoff on the development of 33 product catalogs. Managed the translation of all pieces into Spanish and French.
- Concepted innovative new design based on market research for the 2015 Program to inspire excitement and drive user to seek more information online.
- 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 2011–2014

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.

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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.