

LAURA K. SORENSEN

ABOUT

Laura Sorensen is a creative web and print designer noted for her ability to **combine innovative marketing promotion with sophisticated application**. For over eight years, clients throughout the country have warmly responded to Laura's **collaborative work process** and her knack for precisely gauging design solutions. Her success is witnessed in the oversight of several nationwide biomedical marketing campaigns and public health websites, high-profile graphic design print advertisements, and the creation of corporate identities for a number of New England arts organizations. Essentially, Laura is a designer whose **fresh, spirited vision and technical expertise** are reflected in her love for a business which is also her craft.

DEVELOPMENT

- Created and helmed a **wide variety of web and print projects** from the ground up, from trade booth Flash demos to high-end product brochures
- Skilled at **strategy and brand marketing development** for both large companies and small entrepreneurials
- Managed sub-contract employees, both creative and technical
- Developed and designed a considerable amount of corporate, product-specific, and patient-directed web & print materials for the **Johnson & Johnson medical device sector**

WORK EXPERIENCE

- Creative Director - Cyber Technical, Inc. | *Duration: Jan '09 - present*
I create & oversee web branding campaigns; I grew the business significantly through my 'every-business-is-unique' approach with clients
- President - AtelierLKS, Inc. | *Duration: Jan '06 - present*
I design diverse product and company brands from the ground up; I've significantly improved sales with several key clients through my creative marketing collateral
- Web Content Developer - Codman, DePuy Spine - Johnson & Johnson companies
Duration: Oct '00 - December '06
I advanced my position as entry-level web developer at a single company to an integral creative marketing strategist developing a full roster of branding pieces for three on-site companies
- Web/Print Designer - Westernesse Corporation | *Duration: Jan '98 - Oct '00*
While developing essential web and print branding, I acquired many new design skills along with a large, devoted freelance client base, most of which retains my services today

EDUCATION

- 1999 - British American Drama Academy (UCLA & Julliard) - Oxford, UK
- 1998 - BA in English from Westmont College, Santa Barbara, CA
- 1997 - Study abroad in Europe (European history, literature, culture, and society)
- 1996 - Study abroad in UK and Israel

TECHNOLOGIES

Photoshop	InDesign	HTML/XML/ASP/PHP
Illustrator	QuarkXPress	CSS Style Sheets
Dreamweaver	Softimage XSI	Javascript
Flash	Swift 3D	ActionScript

- Mac / PC based

PERSONAL INFO

- personality type: ENFP, Idealist Champion
- US citizen and resident of Cranston, RI
- Interests: acting & theatre, interior design, mid-century furniture, spontaneous travel just about anywhere