



LAURA JARRARD
ART DIRECTOR/SENIOR DESIGNER

AEROJET ROCKETDYNE, CANOGA PARK, CA 2019-2024

Senior Graphic Designer

Graphic support for both internal and external communications throughout the enterprise of 5000+ employees. Trade show booth design, promotional materials, advertising, web graphics, social media, large-scale banners, environmental design, industrial and corporate signage, sell sheets and product collateral, as well as upkeep of brand standards and executive graphic support.

30SIXTY ADVERTISING + DESIGN, INC., (NOW CORE DESIGN) LOS ANGELES CA 2017 - 2018

Senior Graphic Designer

Full time freelance for bath and beauty branding and consumer packaging project. Logo, brand visual concept, line look, label design and packaging. Print and online advertising and promotion, product catalog, trade show booth graphics, product displays, social media and style guide asset creation.

AGE OF LEARNING, INC., GLENDALE, CA 2011 - 2016

Team Lead / Senior Graphic Designer

Hands on leadership role managing and directing designers and illustrators, ensuring the highest quality content. Management liaison involved in department processes, training materials creation, brand consistency, and translation of assets from one medium to another. Responsibilities included creating a variety of early education material from interactive books and puzzles to printables.

FREELANCE, LOS ANGELES, CA 2000 - 2011

Graphic Designer

Studio Agenda, Calabasas - Home entertainment packaging design and advertising collateral
Clearsite Multimedia, Redondo Beach - Consumer packaging, style guides, brochures
Eyethink Design, Burbank - Book design and licensing products
B.D. Fox and Friends, Santa Monica - Entertainment design, DVD menus and packaging

30SIXTY ADVERTISING + DESIGN, INC., LOS ANGELES, CA 1994 - 1999

Art Director / Graphic Designer

Production of high caliber design in a fast-paced environment with tight deadlines. Full service studio including theatrical and home entertainment design and advertising, product packaging, style guides and corporate design. All aspects of design from concept to layout to print including template creation. Coordinated long-term projects and campaigns, managed and directed designers. Hired and managed photographers, illustrators, copywriters and vendors in this client facing role.

SKILLS

Adobe CC Photoshop/Illustrator/InDesign
Acrobat/MS Office
Photoshoot Direction/Retouching
Concepting/Copywriting/Lettering

EDUCATION

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|-------------------|---------------------|
| Platt College, CA | Graphic Design |
| ACE Culinary, CA | Professional Baking |
| CSHS, CA | Herbalism |