





LAURA KING-PAZUCHOWSKI

ART DIRECTOR | DESIGNER

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 www.behance.net/laurakingpaz

 www.laurapaz.com

SKILLS

TECHNICAL

Adobe Photoshop | InDesign |

Illustrator | Adobe XD | Figma | Wix |

Squarespace | MailChimp |

Basic HTML/ CSS

DESIGN

Ideation | Presentation | Wireframing |

High Fidelity Prototyping | Mockups |

Content Design | Visual Design |

Copywriting | Typography | Color Theory |

Digital Newsletters | Web Design |

Social Media Marketing | Leading Teams |

RESEARCH

Brainstorming | Storyboarding | Task

Flows | Sketching | Participatory Design |

Competitive Research | User Interviews

EDUCATION

BFA, ART AND DESIGN

University of Michigan

2005-2010

MFA, THEATER

Towson University

2016 - 2018

UX DESIGN CERTIFICATE

Google

2022

EXPERIENCE

ART DIRECTOR

Donaldson Design, 2022-2023

- Designed promotional materials such as catalogs, fliers, a website, and signage for trade shows.
- Created pitch decks and presented ideas to stakeholders throughout the design process.
- Directed fabrication of 50+ designed signs on the shop floor ensuring products adhered to style guide and client standards.
- Developed an interactive scavenger hunt using QR codes and a corresponding website for Haas Lake Dino Park.
- Conducted research and created concept art for a proposed sculpture park, Hobbit Village, and other installation projects.

ART DIRECTOR

Freelance, 2018-2022

- Created visual concepts for 30+ commercial sets and film projects for major brands like Consumer's Energy, Karmanos, Ford, NFL Films, Footjoy, A&E, and more.
- Communicated ideas to stakeholders using sketches, mood boards, and visual documentation.
- Supervised teams of up to 10 artists and designers in set fabrication, prop acquisition, and decoration.
- Managed resources and budget constraints.

SOCIAL MEDIA CO-MANAGER

Production Designers Collective (PDC), 2021-2022

- Revitalized PDC's Instagram with new weekly features like Mood Board Monday and Wallpaper Wednesday.
- Boosted Instagram interactions and followers by more than 200%.
- Expanded membership to 1000 individuals across 70+ nations.
- Worked alongside members to create newsletter content on evolving production design trends and issues.

GRAPHIC DESIGNER AND ADMIN SUPPORT

Towson University, 2018-2016

- Created digital and print materials like postcards, brochures, and newsletters for promotion and recruitment purposes.
- Managed program social media channels and documented student works in progress.