



RESUME

Laura Sweet
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I offer 20 years of experience designing and managing for interactive and print media. As a Creative Director, I have worked at Fortune 100 companies and at interactive agencies managing creative teams on diverse projects for a broad range of audiences and industries. My overarching goal is always to align creative efforts with technical and strategic ones. As an independent consultant, I focus on hands-on concept and design and development work for web and mobile interfaces as well as branding and corporate identity work.

EXPERIENCE

Current

Principal, Laura Sweet Design

Currently serving clients in the area of user experience design, corporate identity and WordPress development.

Selected Clients: *Morgan Stanley, Rider University, Bank of America, Chiricahua Community Health Centers, Inc., Citigroup, Craft Restaurant, DirectTV, RCI, Think Eco Inc., TurtleBay Capital*

04/07 - 06/10

Vice President, Morgan Stanley Smith Barney

As Creative Director for the Internet Strategy and User Experience group during a period of integration between *Citi Smith Barney* and *Morgan Stanley Individual Investors*, I was responsible for the management and execution of the visual design for online properties, including *mssb.com* and the secure client platform.

Vice President, Citi Global Wealth Management (GWM)

In my role as the Creative Director for the Online Client Experience Group during a period of transition to the new One Citi brand, I oversaw the visual design of online GWM client-facing properties as well as internal tools, applications and platforms. GWM included *Citi Smith Barney* and *Citi Private Bank*.

Activities included:

- + overseeing the execution of a common and seamless integrated online experience across multiple brands
- + illustrating and defining the vision for the future wealth management platform
- + collaborating with marketing and product groups in order to ensure that visual design solutions supported marketing and brand strategies
- + managing the creation of a comprehensive pattern library to codify and standardize proven interaction design principles and emerging user interaction paradigms

04/06 - 04/07

Associate Creative Director, Razorfish

Responsibilities included:

- + defining the nature and scope of the creative work on any given project
- + overseeing the visual design work stream and ensuring the highest standards of delivery
- + presenting creative deliverables to the client team to gain alignment and obtain approval
- + regularly representing the creative discipline on business development opportunities

Selected Clients: *Cigna, EMC, Morgan Stanley, Primary Stages, Prudential*

(Cont.)

01/03 - 03/06

Independent Contractor / Freelance Consultant

During this period as an independent consultant, I worked primarily with *Bank of America* in the area of Internet Strategy and User Experience.

Activities included:

- + interviewing stakeholders and clients to gather requirements for a best-of-breed risk management application
- + developing scenarios, personas, and a narrative detailing the strategic vision for the application
- + designing a visual prototype presenting the future vision for the application (details available upon request)

04/98 - 12/02

Creative Lead, Viant Inc. - an Interactive Agency

Responsibilities included:

- + leading creative teams in developing the online brand strategy and overseeing the creative execution of that strategy
- + Building the creative discipline by helping to define and formalize the design process
- + Developing original training materials for new hires, creating best practices design deliverables and sales and marketing presentations
- + Heading up the NY chapter of the Viant Advocacy program to promote the growth and development of employees through training, mentorship and career management

Selected Clients: *CNN/Money, The College Board, Dreyfus, Fortune, iCollege, Lucent Technologies, Merck, PaciCare, RadioShack, The Thomson Corporation*

EDUCATION, etc.

- + Cornell University – BA in English
 - Meinig Family Cornell National Scholar
 - Dean’s List
- + Additional coursework at Pratt Institute, the New School and the School of Visual Arts
- + Mellon Fellowship – Metropolitan Museum of Art, Antonio Ratti Textile Center
- + Board member, The Rosa Vera Fund
- + Bilingual English/Spanish

Portfolio and references available upon request • www.laurasweetdesign.com