OLA
ONE LAURA ASHLEY

SKILLS

Art Direction	Web Design
Print Design	Web Development
Typography	Web Ads
3D Design	Product Design
Photography	CX Strategy
Project Management	UX/UI
POS/POP Design	Wireframing
Visual Merchandising	Accessibility
Advertising	Responsive Design
Tradeshow Booth Design	HTML/CSS
Creative Campaigns	W3C
Branding & Identity	JavaScript/React
Email Development	jQuery
Design Systems	PHP
Variable Data	AR/Social Filters

Innovative	Curious
Creative Spirit	Problem Solver
Empathetic	Strategic
Collaborative	Self-Motivated
Agile	Pixel-Perfection

TOOLKIT

Adobe CS	Figma
XD	Sketch
Photoshop	Spark AR
Illustrator	Lens Studio
InDesign	Webflow/WordPress
Dream Weaver	Miro
After Effects	Sketch Up
Power Automate	Sprout
SharePoint	Dynamic Signal
	Google Analytics
Mac OS	VWO Insights
Windows	

CONTACT

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Please note my portfolio website does not include Slalom work. See internal documentation for Slalom work samples.

Laura Hillman
Designer, Art Director, Strategist & Creative Mind

As a seasoned multidimensional designer with over a decade of experience, my creative direction and visual design expertise have fueled business growth across diverse industries. From global corporations to experiential marketing, I have crafted impactful and human-centered design solutions. With a comprehensive skill set in graphic design, art direction, web development, UX/UI design, branding, and consultancy, I collaborate seamlessly with cross-functional teams, lead initiatives, mentor designers, and deliver innovative results under tight deadlines. My attention to detail and reputation as a trusted design advisor ensure that I consistently exceed expectations, creating compelling and captivating experiences.

WORK EXPERIENCE

SENIOR CONSULTANT (XD) — 2021-Present — Charlotte, NC
Slalom Consulting
Global Industrial Packaging Corporation, National Equipment Rental Corporation, National Financial Services Company, National Education & Digital Content Company

Senior Consultant (XD)	08/2022-Present
Consultant (XD)	03/2021-08/2022

SENIOR ART DIRECTOR (Digital) — 2018-Present — Charlotte, NC
RSM (Retail Sports Marketing)
Stanley Black & Decker, Craftsman, Walmart, Colgate, Kellogg's, EA Sports, Disney, Pixar, NBC Universal, ShopRite®, Stop & Shop, Kroger, Pepsi Co., Sony and more.

Senior Art Director (Digital)	02/2020-Present
Art Director	04/2018-02/2020

As Senior Digital Art Director, I was responsible for overseeing and managing all digital creative & development for RSM as well as designing and developing various digital components for our clients. Over the past 2 years, I have successfully designed, developed, and launched 40+ websites, which drove millions of users to engage with our various client brands. In addition to web, I have also expanded RSM's digital capabilities by 1) Spearheading web/digital accessibility compliance (WCAG/ADA) and implemented digital design best practices and guidelines, 2) Introducing AR for social media platforms using SparkAR/Lens Studio, 3) Customizing development solutions using JavaScript and other iOS/Android App related UX/UI support. In addition, I also supported additional client marketing initiatives including; pop design, advertisements, large format graphics, experienctial marketing collaterol, packaging design, and more!

• Website Design	• HTML/CSS	• Social Media Ads	• Project Management
• Website Development	• JavaScript	• WordPress/CPanel	• Client Pitch Decks
• UX/UI	• PHP	• Website Management	• Web Analytics
• Accessibility WCAG/ADA	• Web Ads	• Data Privacy	

LEAD DESIGNER — 2013-2018 — Rockford, MI
Wolverine Worldwide
Cat® Footwear (Licensee of Caterpillar Inc.), Sebago, Harley-Davidson Footwear, Wolverine®, Merrell, Hush Puppies, Chaco, Bates Footwear

Graphic Designer (Lead)	02/2016-04/2018
Associate Graphic Designer	06/2015-02/2016
Corporate Design Intern	04/2013-08/2014

As lead Designer, I was responsible for designing, managing projects, and overseeing all creative projects as well as conceptualizing, designing, managing print production and installation in multiple categories of our brands' business areas. I also lead initiatives to innovate brand catalog automation, project management processes and corporate RFP language translation processes for all corporate business units.

• Art Direction	• Print Advertising	• Social Media	• Interior Space Design
• Catalog Design	• Visual Merchandising	• Environmental Design	• Web Design
• POS/POP Design	• Photography	• 3D Design	• Variable Data
• Web Design	• Product Styling	• DTC	

MARKETING MANAGER, WEB DESIGNER & DEVELOPER — 2010-2013 — Holland, MI
InkDrop Media

Web Designer & Developer	09/2011-02/2013
Web Design Intern	05/2010-08/2011

• Website Design/Development	• Print Design	• HTML/CSS
• Website Management	• Brand Identity	• Project Management
• Content Creation	• Photography	• Web Ads

EDUCATION

B.F.A. GRAPHIC DESIGN — Allendale, MI
Grand Valley State University

KENDALL COLLEGE OF ART & DESIGN — Grand Rapids, MI
Professional Development - 3D Design

TECH TALENT SOUTH — Charlotte, NC
Professional Development -Java, JavaScript, iOS App Dev, Ux/Ui