

LAURA ERSOY

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Strategic and creative art director with a successful track record in digital campaigns and visual storytelling in the e-commerce space. Background in creative strategy, art direction, and branding. Experience managing and mentoring a team of designers. Looking to use my skills to bring your brand's story to life.

EXPERIENCE

AMAZON

Art Director April 2023 – Present

- Manage end-to-end seasonal campaigns, overseeing the production of engaging visuals and ensuring timely delivery of assets to support campaign launches and promotions
- Collaborate with cross-functional teams, including marketing and merchandising, to translate business objectives into compelling visual strategies that elevate the brand
- Present campaign concepts and deliverables to senior leadership, effectively communicating the creative vision and strategic direction, while seeking feedback and acquiring approvals to ensure alignment
- Analyze and implement data-driven design decisions by proposing and utilizing A/B testing, ensuring continuous improvement of the customer experience
- Successfully led the migration of the North America design team to Figma, overhauling existing systems by creating templates and establishing new processes, resulting in a more efficient and collaborative workflow, saving up to 12 hours per project

BED BATH & BEYOND

Art Director January 2023 – April 2023

- Spearheaded the branding of the omni-channel launch and ongoing design execution of customer loyalty program, Welcome Rewards, yielding 10 million members within 90 days
- Directed and shaped the creative vision based on marketing initiatives for brand campaigns, promotional and editorial creative assets across multiple channels including digital, print, and social media
- Collaborated with marketing, print, e-commerce, legal, site merchandising, and social media teams to drive integration of marketing goals and brand identity across all channels to create a robust 360-degree customer experience

Senior Digital Designer January 2022 – December 2022

- Designed customer-focused digital experiences, including homepages, landing pages & e-mail communications, resulting in increased engagement of 5% year-over-year
- Developed wireframes and mockups that illustrated the product story in a clear and customer-friendly manner for junior designers
- Elevated the creative across customer touchpoints through the development of templates and best practices to maintain a consistent brand identity across various digital channels, ensuring a seamless user experience

Digital Designer January 2020 – January 2022

- Designed compelling on-brand email creative that met marketing objectives
- Collaborated with cross-functional teams, including marketing, e-commerce, operations, and e-mail developers, to define and implement innovative solutions for various business needs and challenges
- Stayed current with industry trends and emerging technologies, continuously exploring new and innovative ways to enhance the visual appeal and impact of marketing materials

EUPHORIA. MAGAZINE

Founder / Creative Director June 2014 – Present

- Cultivate & manage team of 25+ contributors to develop a unique identity and content that reaches a diverse and highly-engaged global audience of over 50,000 unique readers per month across digital and social media platforms
- Conceptualize, pitch, and execute forward-thinking and disruptive features, photo shoots, and content packages
- Develop strategic partnership opportunities with brands and platforms to deliver business goals

AVENUE ONLINE

Digital Designer June 2018 – January 2020

SKILLS

Adobe Creative Cloud, Asana, AirTable, Art Direction, Branding, Creative Strategy, Figma, Mentorship, Microsoft Office, Photography, Sketch, UI/Interface Design, Wireframing, WorkFront

EDUCATION

MONTCLAIR STATE UNIVERSITY

Bachelor of Science, Graphic Design
Bachelor of Science, Marketing