Laura Walters Design

Senior Graphic Designer

My career as a graphic designer spans over a decade, working for creative agencies in Bournemouth and London with 7 years specialising in branding and events.

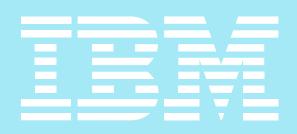
I have travelled around the globe to execute these events and transform my designs from the computer screen into large, sometimes huge scale productions using lighting, staging and materials.

Recently I have gone back to illustration, which is at the roots of my study. I am creating illustrations for both commercial and private commissions, with projects ranging from branding, logos and customised stationery.

My niche is bespoke design for events, brands, and people. Results happen through my intuition and truly connecting and understanding my client's needs. I feel, listen and allow them to express their story, journey and passions so I can create something personal and beautiful.

These are a few of the brands I have worked with...











facebook

HITACHI Inspire the Next

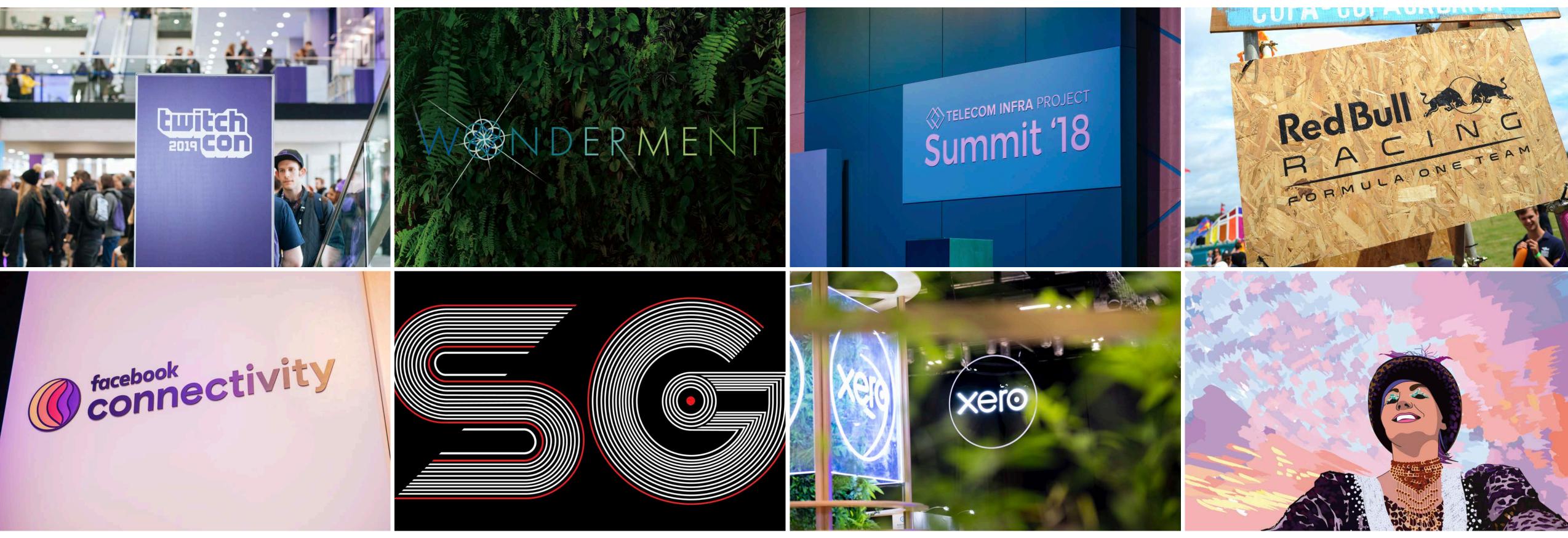
Lenovo







And this is a selection of some of my work...



For more detailed case studies, please visit **www.laurawaltersdesign.com**





My experience...

Freeman Senior Graphic Designer (freelance) January 2019 - April 2019

Bearded Kitten Senior Graphic Designer (freelance) November 2019

Smyle Senior Graphic Designer *January 2016 - October 2018*

George P Johnson Designer April 2013 - January 2016 **BD Network** Designer *May 2011 - April 2013*

Kondor Designer August 2008 - May 2011

EyeQ2 Designer *October 2006 - August 2008*

Topshop Design Internship July 2005 and July 2006

My education...

Arts Institute at Bournemouth BA (hons) Illustration | First Class Honours

October 2003 - June 2006

Arts Institute at Bournemouth Foundation Diploma in Art and Design September 2002 - June 2003

Bournemouth School For Girls

AS Levels | 3A's September 2001 - June 2002

Bournemouth School For Girls

GCSEs | 11A* B's September 1996 - July 2001

The details...

- Specialising in Events, Branding and Illustration
- Creates and delivers complete event campaigns; including pre, during and post event life cycles
- 2D Design Lead on dedicated projects and pitches, ensuring the client brief is met to the highest level of creativity, delivered on time and on budget
- Translates concepts into industry leading campaigns and branding proposals to support pitches and client presentations

- Represents as a Brand Guardian to support brands and their guidelines and to maintain their brand standards
- Passionate about colour, illustration, typography and materials
- Able to conceptualise and provide art direction; including installations, set design, dressing and visual merchandising
- Can create both commercially successful and innovative design executions

- Able to identify new business opportunities based upon knowledge and passion for the creative industries, including trend forecasting
- Works closely with internal teams throughout the life cycle of projects, developing ideas into resolved solutions
- Is able to brief and manage other designers and artworkers to ensure they are delivering high quality work and meeting client guidelines within budget and timelines

Contact:

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