Laurie Shields Design

303.777.6354

Experienced designer for business-to-business and consumer marketing materials

Laurie offers over 25 years of experience in graphic design, including work as an art director on national accounts. Laurie's career includes graphic design work for alternative transportation, travel, industrial products, non-profits, health care and high tech clients.

Currently, an independent designer looking to build relationships with new and interesting clients.

Strengths:

- On time and on budget
- Good collaborator
- Enjoy working on a variety of projects
- Creative solutions that fit each client

Current and Recent Clients:

Gates Corporation (20 years) – Design catalogues, displays, point of purchase, direct mail, print advertising for various product divisions.

AAA Colorado (8 years) – Responsible for design and layout of the bi-monthly AAA magazine, *EnCompass*. This includes feature article layout, department layout, periodic redesigns and press PDFs. Design in-house product ads and brochures. Provide files for the Web site.

City of Boulder (17 years) – Design logos, print ads, brochures posters for six different City departments including transportation, open space, mountain parks, housing, utilities and public works.

FlatIron Crossing – Design advertising, marketing materials and signage for the ZIP Shuttle.

Rose Community Foundation (10 years) – Design annual report, newsletter and brochures. Also design marketing materials for foundation charities.

MRW & Associates (17 years) – Worked as a primary designer for MRW & Associates (a consortium of freelance designers, copywriters, print, media buyers).

Corporex – Design brochures, direct marketing, advertising promoting an office building in Inverness Park.

Geospatial Information & Technology Association – Design catalogs, brochures, programs and conference materials.

Women's Fund of the Milwaukee Foundation – Design and illustrate publication teaching children philanthropy.

The Children's Legacy – Design and illustrate children's book and workbooks helping children with cancer.

Ardent Software Inc. – Design marketing materials for database software.

Previous positions: Art Director for local and national design and advertising agencies: Asbury & Associates, Los Angeles; Shenkein Advertising, Denver; Robert Taylor Design, Denver.

Education: Northern Illinois University
Continuing education skills; Photoshop, Quark XPress, InDesign.

View portfolio at laurieshieldsdesign.com

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