



## RESUME

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**I offer fifteen 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 work for Web and mobile interfaces as well as branding and corporate identity work.

### EXPERIENCE

#### Current

##### **Principal, Laura Sweet Creative Services**

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

**Selected Clients:** *AFS International, AFS USA, Bank of America, Blue Sky Factory, Citigroup, Craft Restaurant, DirecTV, 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:** *Signa, EMC, Morgan Stanley, Primary Stages, Prudential*

(cont.)

## RESUME (cont.)

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, Fortunoff, iCollege, Lucent Technologies, Merck, PacifiCare, RadioShack, The Thomson Corporation*

### **Education, etc.**

- + Cornell University – BA in English
  - Cornell National Scholars
  - 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*