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laurel tauben

education

2013–2018 **University of North Texas**
B.F.A. in Communication Design
Minor in Marketing + Art History

acknowledgements

2018 **UNT Com Des Star Award:**
Outstanding Senior Portfolio Honoree

2018 **DSVC Student Show Award:**
Jeff Barfoot/ Best Concept
Project: Okocat

2018 **DSVC Student Show Award:**
Judge's Choice— Jennifer Morla
Project: Okocat

2018 **DSVC Student Show Award:**
Best of Packaging
Project: Okocat

2017 + 2018 **DSVC Student Show**
Featured Works:
Okocat, Manhattan Project Brewery,
Back to the Kitchen Illustrations,
Science Refutes God Zine

2013–2017 **UNT Excellence Scholarship**

2014 + 2015 **Dean's List**

2013 + 2014 **President's List**

competencies

Photoshop	Basic AfterEffects
InDesign	Slack
Illustrator	Keynote
XD	Google Suite

employment

June 2021–Present
Recreation Dallas Dallas, TX
Designer + Art Director

Lead art director and designer for a range of clients of various sizes and unique needs. Concepted and executed on brand developments, product launch campaigns, social media, photo shoots, trade show collateral, packaging, web development and beyond.

Notable clients include: Main Avenue Creamery, 7-11, and Smarter Potato Company.

Oct 2018–June 2021
BrandCory Dallas, TX
Designer + Art Director

Worked alongside a small, flexible team over a broad array of full service branding and communication projects — ranging from consumer packaged goods to B2B, upstarts to national household brands and everywhere in between. Takeaways include a greatly expanded approach to design and art direction in terms of strategic/conceptual thinking, as well as finessed technical design skills, project management skills, and collaboration skills — internally and externally.

Notable clients include: Borden, Cinemark, Nestle, Teasdale Latin Foods and Sweet Earth Foods.

May 2017–Feb 2018
Launch Agency Carrollton, TX
Creative Intern

Sharpened basic design skills and collaborated with Launch's established creative team on a conceptual and executional level.

Notable clients include: Baylor Medical Center and Park Place Dealerships.

references

Available upon request.