



ART DIRECTOR • ILLUSTRATOR • PRODUCT DESIGNER

PORTFOLIO



www.laurajonesartist.com

CONTACT



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315 Stevens Street, Marlborough MA

EDUCATION

Massachusetts College of Art & Design
BA & BFA, Art History
2009-2013

Illustrator II
Rhode Island School of Design (CE)

Surface Design Workshop
Rhode Island School of Design (CE)

Surface Design:
Into The Marketplace
Rhode Island School of Design (CE)

SOFTWARE/SKILLS

Art Direction	Adobe Photoshop
Creative Strategy	Adobe Illustrator
Brand Strategy	Procreate
Product Design	Z Brush
Photo Styling	Keyshot
Photo shoot Direction	Pattern Design
Illustration	Surface Design
Graphic Design	Model Making

EXPERIENCE

Art Director & Illustrator, Licensed Product Lovepop, July 2022-Present

- Direct and create cards and paper gifts for the licensed product line (\$10M+) including Disney, Star Wars, Marvel, Warner Brothers, Netflix and NBC/Universal.
- Illustrate, design and write greeting card sentiments for select products.
- Manage external relationships with partners, including onboarding new partnerships.
- Lead a team of illustrators and 3D designers to bring concepts and illustrations to life.
- Develop seasonal and quarterly line plans with marketing partners.
- Direct and prop lifestyle photo shoots to support product launches and campaigns.
- Create graphic marketing assets to support product launches and campaigns.
- Work closely with partners in Vietnam to bring product to market.

Senior Designer & Illustrator, Licensed Product Lovepop, March 2021-July 2022

- Created top-notch, revenue-building illustrations and designs for licensed product.
- Developed and pitched new product concepts.
- Grew the licensed product revenue +16% in 2022.
- Worked with 3D designers to bring 2D concepts and illustrations to life.
- Owned projects from concept through delivery to production partners.
- Created specification packages to send with artwork to production.

Model Artist

Hasbro, February 2015-March 2021

- Designed all paint applications for Star Wars and Marvel 6 inch collector action figures.
- Worked directly with Disney and other licensors to ensure product matches their property.
- Traditionally & digitally painted models for decoration aids for manufacturing, presentation samples used for trade shows, conventions, and promotional assets.
- Spearheaded the photo-real face technique used on 6 inch collector brands.
- Created specification sheets for manufacturing with Pantone color selections and breaks.
- Developed Illustrator and Photoshop files used for print on figures in production.
- Worked with engineering and design to define and track decoration operation cost.
- Trained and manage the work load of new artists.
- Traveled to conventions to style doll hair, pose figures, set up and talk to fans.
- Featured in Disney+ Documentary series "Marvel 616" episode "Unboxed".

Designer & Studio Artist

Jill Rosenwald Studio, September 2013-February 2015

- Created the drawings for bedding, shower curtains, and other fabric home goods.
- Reproduced intricate, hand painted designs on high-end tabletop ceramics.
- Assisted the photographer in styling photo shoots for press and promotional purposes.
- Performed all production steps from loading kilns through trimming pieces in 14k gold.
- Formulated and named new colors for every season.
- Traveled to trade shows to style, set up, and speak with buyers.