

JONATHAN LAURIA


ILLUSTRATOR · DESIGNER · ART DIRECTOR

INTRODUCTION

HELLO! I'm an Illustrator and Designer based in Miami. I have worked for over a decade from concept character design in video games to 2D print graphics for marketing campaigns with many different clients from all sides of the spectrum. Accountability, creativity and speed is what I am known for. **Let me be a part of your story.**

BILINGUAL IN ENGLISH AND SPANISH

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EXPERIENCE

SENIOR ART DIRECTOR JUNE 2024 **Misfits Gaming Group**

- Lead the design process for Misfits Events, including but not limited to event logo, on-stage design, event signage, marketing collateral, etc.
- Oversee freelance designer(s) to ensure all project deadlines are met and brand guidelines are always maintained.
- Provide design support on artwork for all digital brands and series.

ART DIRECTOR - Brand Partnerships MAY 2023

- Created a playbook of visual branding assets, tools, and frameworks that defined the new identity and allowed cross-platform extension into new entertainment and gaming spaces.
- Prepare all sales pages, layouts, presentations, fixture graphics, and sales books for all accounts.

SENIOR GRAPHIC DESIGNER APRIL 2022 **StarpilwaxUSA**

- Translate offers and sales utilizing marketing principles into eye catching graphics increasing customer engagement by over 300%.
- Product design for sister brands inside the company and integrate with Shopify, designed all media campaigns while assisting in monthly photoshoots.
- Provide feedback and guidance to designers, helping them to develop their skills and improve their work.

GRAPHIC DESIGNER FEBRUARY 2020

- Create full social media grids and stories with high-quality imaging, hand in hand with social media managers within time-crunching deadlines.
- Developed over 1000 optimized assets and created a media library that helped entire company streamline resources across the entire content creation team.

MARKETING COORDINATOR 2019 **Acqualina Resort & Residences**

- Created and kept marketing collateral ready by coordinating requirements, inventorying stock; placing orders; verifying receipts.
- Operated the back end of the website using Wordpress updating the monthly happenings in the resort as well as designing all promotional material.

CONCEPT ARTIST 2015 **Alfer (Venezuela)**

- Created the entire visual aesthetic of the video game **El Canto del Autana**.
- Designed the UI, HUD, modeled and textured several assets and terrains.
- Developed advertisements, tradeshow banners and signage, coordinated the entire prints with vendors.

EDUCATION

BACHELOR OF ARTS
Caracas Institute of Design 2010

ASSOCIATE OF ARTS
Miro Art Institute 2006

SKILLS

Adobe CC



ART DIRECTION

Logo Design	Concept Art
Brand Identity	Leadership
Product Design	Optimization
Photography	Color Correction

DIGITAL MARKETING

Banners	Display Ads
Social Media	Gif animation
NFT	3D Mock ups
Google Suite	Presentations

PRINT

POP Material	Billboard
Packaging	Editorial
Merch	Tradeshows