

Laura Dalrymple

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Massachusetts-based graphic designer with 20 years experience in agency, design consultancy and in-house environments.

EXPERTISE:

Creative Direction
Branding
Print
Packaging
Email
Advertising
Environmental graphics
Infographics
Brand & design strategy
Front-end web design
UI Design

SKILLS:

Photoshop
Illustrator
InDesign
Microsoft Office Suite
Dreamweaver
Basic HTML/CSS
2D/3D craft skills

EDUCATION:

Massachusetts College of Art and Design
Boston, MA
1999-2003
BFA – Graphic Design

RECOGNITION:

2010
Rebrand Merit – Halo

2010
Rebrand Notable – Ansell

2012
Rebrand Notable – Blackwood

2021
Harvard Bioscience
Marketer of the Year

EXPERIENCE:

Harvard Bioscience, Holliston, MA
Head of Creative 9/2021– Present
Senior Designer 9/2018–9/2021

Lead creative responsible for overall brand/creative direction and strategy for Harvard Bioscience, a global life sciences holding company with 14 subsidiary brands in the life sciences industry.

Reporting directly to the Chief Marketing Officer and Director of Marketing, my responsibilities have a wide range:

- regularly providing recommendations/insights on the overall creative direction and branding of the company to our Director of Marketing, CMO and CEO
- assisting the Marketing Communications Director with workflow management and team administration tasks (project trafficking, internal client relations)
- creative direction of outside creative resources and agencies on a variety of project types to ensure high-quality output and adherence to brand guidelines
- creative direction and development on year-long web redesign initiative
- implementation and creative 'power-user' for newly-introduced digital marketing platform, building in-brand and compelling design templates and styles for email campaigns and landing pages
- creation of a wide variety of marketing materials to support both our sales teams and internal clients, including digital brochures, datasheets, and other traditional marketing collateral
- collaboration with internal software development teams and UI design contractors on new product initiatives

Craft Worldwide, Framingham, MA
Senior Designer 7/2016–8/2018

As Senior Designer at Craft Worldwide (agency that acquired Staples in-house agency in July 2016), I was the Creative point person for all Staples® Brand Products projects, primarily packaging.

- Designed and oversaw creative work for all channels (product packaging, banners, emails, direct mail, internal communications, trade shows, cross-channel promotions and campaigns)
- Created and maintained packaging guidelines
- Hired, trained and managed on-site junior designers, provided creative direction off-shore production designers
- Partnered with account service, merchandising and marketing to determine job scope, budget, schedules and deliverables
- Planned and art directed numerous in-house and off-site photo shoots

Staples, Framingham, MA Corporate Office

Lead Designer 1/2013–7/2016

Contract Designer 12/2011–1/2013

Responsible for designing large-scale packaging projects, product launches, emails and banners for the Staples® Brand Products business unit. Key contributor to rebranding initiatives for house brands. Mentored and managed junior-level design contractors, including prioritizing workload and identifying and potential capacity issues.

Catapult Thinking LLC, Boston, MA

Senior Designer 5/2006–11/2011

Collaborated on a wide variety of strategy-led design projects for clients in the industrial safety, music, and pet industries. Working on a small design team allowed me the opportunity to be directly involved from project kick-off to delivery. I was also delegated the client-management roll on various projects during periods of staffing cut-backs.

Additionally, I was able to increase my knowledge of user-centered research through active collaboration with the in-house research team throughout the research process.

Continuum, West Newton, MA

Contract Graphic Designer 7/2009–8/2009

Contract lead designer on an integrated campaign for a leading telecommunications client. Campaign included two POP displays, in-store posters, stanchion signs, merchandise display graphics and window decals.

Arnold Worldwide, Inc., Boston, MA

Layout Artist 6/2003–5/2006

Worked primarily on the Celebrity Cruises account as a layout artist for travel brochures. Assisted the design team in executing approved concepts. Maintained production art files used by Mechanical Art and Print Production teams. Daily tasks included extensive image sourcing and managing, file building from design templates, and managing legal content and general copy edits. Actively involved in the output and creation of 2D and 3D mock-ups and presentation materials for new business pitches and client presentations.
