

Laurent Schiratti

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ABOUT

**Art Director
UI Designer &
Brand Designer**

- A.D. with 15 years of agency experience designing for the web
- Graphic designer experienced in branding and print design
- Passionate about education, mentoring, and cultural exchange

EXPERIENCE

**Senior UX
Art Director**

2018 - 2020

MRM McCann - Birmingham, MI

- Collaborated on UX architecting of GM online shopping tools by designing prototypes for testing, with InVision Studio
- Produced a design management system with Sketch & DMS to help AD's and dev team collaborate from the same design library
- Designed pilot customizable website template for author-ready CMS platform, LEAP, developed and marketed by MRM world wide

**Senior Art Director
& UI Designer**

2007 - 2017

Team Detroit GTB - Dearborn, MI

- Designed page layouts through three generations of Ford.com and Lincoln.com
- Designed microsites for new vehicle launches and provided artistic direction for photo & video production to vendors and engineers
- Pioneered Styleguiding practices that unified Ford UIs globally

UI Designer

2005 - 2006

Vectorform - Royal Oak, MI

- Lead the design of case-management application UIs for clients in the insurance industry such as Zurich Insurance Group
- Produced video tutorials for Chrysler Financial's business applications
- Coded a screen saver for Chrysler Financial Services, with Actionscript

Branding Designer

Intern

2003 - 2004

Gyro Creative Groupe - Detroit, MI

- Received mentorship on design and production for press releases, including the branding of the Movement Electronic Music Festival
- Provided concepts and designs for new brand logos and stationeries

EDUCATION

Detroit

2002 -2005

College for Creative Studies, BFA with concentration in Communication Design

Holland /Switzerland

2004

Deprogram, summer study program with local design studios

N.Y.C

2013

99U Branding workshop with Method Design

NOTE-WORTHY

- Pre-high school education in France. Bilingual - French/English, with understanding of Spanish + Italian
- Traveled a total of 26 countries across four continents
- Mentored Detroit inner city youth for six years. Planned and coordinated community events focused on self development
- Awarded best senior thesis of the Communication Design department upon college graduation