

Laurent Schiratti

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ABOUT

**Art Director
& UI Designer**

- A.D. with over 10 years of agency experience designing for the web
- Graphic designer experienced in branding and print design
- Unifier, using empathy and a passion for craftsmanship to shape content into personable experiences

EXPERIENCE

**Senior Art Director
UI Designer**

2007 - 2017

Team Detroit GTB - Dearborn

- Designed page layouts through three generations of Ford.com and Lincoln.com
- Provided artistic direction for photography and video production to vendors and engineers in creating new content on Ford & Lincoln sites
- Provided concepts / designs to integrate campaigns onto digital platform

UI Designer

2005 - 2007

Vector Form - Royal Oak

- Designed look and feel of UIs for applications tailored to clients in the insurance industry
- Created video tutorials for learning how to use digital applications
- Coded a screen saver for Chrysler Financial Services, with Actionsript

Printer Operator

2004 - 2005

College for Creative Studies print center - Detroit

- Carried out print orders for college students on large digital presses

Design Intern

2003 - 2004

Gyro Creative Groupe - Detroit

- 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 2005
Paris prior 2017

BFA in fine arts with concentration in Communication Design
Primary and secondary education in the Paris region, France

WORKSHOPS

Detroit 2017
NYC 2013
**Netherlands
Switzerland** 2004

Dynamic Presentation Skills workshop with George Piliouras
99U Branding workshop with Method Design
Deprogram - Design summer study program abroad

NOTE- WORTHY

- Awarded best senior thesis of the Communication Design department upon college graduation
- Mentored inner city youth closely for six years, one of whom now works for Detroit Public Schools and travels internationally
- Bilingual - fluent in French, with working knowledge in Spanish + Italian
Traveled a total of 26 countries across four continents