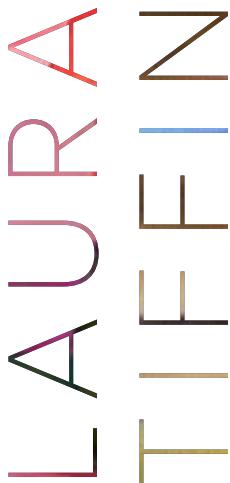


## ART DIRECTION | DESIGN



[WWW.LAURATIFFIN.INFO](http://WWW.LAURATIFFIN.INFO)

rabbitneckLT@gmail.com

718.938.2995

Social: @rabbitneck

@needsmoreinternet

## PRATT INSTITUTE

BFA Communications Design  
Presidential Merit-Based Scholarship  
Selected for Pratt Show

Fluent in Adobe Creative Suite,  
Figma, Canva, MidJourney + AI  
platforms, film & video production  
and editing, storyboarding &  
animation. Familiarity with CSS,  
HTML, After Effects.

## FREELANCE CLIENT LIST | 2013 - PRESENT

(most recent listed first): Riotmind, Revance Therapeutics, Media Art Xploration, Fancy, James Rosenquist Studio, Lucas Blalock Studio, Spring Studios, J. Walter Thompson, Biolumina, Starlab Software, Berlin Cameron, Rabbitneck, Untitled Worldwide, FCB, McCann Erickson, TAXI, Saatchi & Saatchi, Pioneer Works, IQ Media, Grey Global Group, Paperless Post

## PACIFIC COMMUNICATIONS | 2021 - 2023

Creative Lead—NJ / CA / remote

Developed new look for social media and 3 overarching programs for the Allergan Medical Institute. Oversaw video/art direction for social media (winter 2021– winter 2022). Concept ideation for Botox Migraine, Revolve and Ozurdex, and developed in-depth instruction collateral for hernia surgeons

## PUBLICIS GROUPE | 2017 - 2018

Associate Creative Director—NY, NY

360 campaign concept and execution for TV, print, out-of-home, digital for Proctor & Gamble accounts Crest and Oral-B

## GREY GLOBAL GROUP | 2010 - 2014

Senior Art Director—NY, NY

360 campaign concept and execution for TV, print, OOH & digital for various global accounts: Banana Boat, Olive Garden and Playtex. Pitched and won Radio Shack, Whole Foods, Gillette, Whitney Museum. Fresh + Sexy 2014 Pro Awards Silver, Grey Masters winner

## CLINE DAVIS & MANN 2006 - 2008

Art Director—NY, NY

Concepted and designed campaigns and collateral for various global accounts including Pfizer and Novo Nordisk. Concepts, photoshoots, design and production

## WARNER/ELEKTRA/ATLANTIC | 2005 - 2006

Art Director—NY, NY

Art direction for various integrated projects including specific artist breakout campaigns, the 2005/2006 Siren Music Festivals and in-store signage. Organized photoshoots, design and oversaw production. Worked directly with labels/marketing to promote artists such as Paolo Nutini & James Blunt

## ESTÉE LAUDER | 2004 - 2005

Visual Merchandising/Production—NY, NY

Typesetting and pre-press design for printed collateral pieces including global posters, co-op ads, display props, banners, tester lithographs and merchandising towers

\*Freelanced 2008-2010, 2014-2016, 2018-present