
ART DIRECTION | DESIGN



WWW.LAURATIEFFIN.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