



## LAURA GREENWALD

61 Suffield Avenue  
San Anselmo, CA

415.453.2083

415.272.1877

chickymonkey.com

laura@chickymonkey.com

### PROFILE

I am a seasoned creative professional, proven to maximize any budget and grow revenues. I've demonstrated the ability to adapt to new technologies and dramatically improve customer retention through engaging marketing and branding design. I am highly motivated to create and deliver an exceptional customer experience resulting in successful client acquisition.

### SOCIAL



facebook.com/chickymonkeystudio



linkedin.com/in/lauragreenwald



tinyurl.com/yab3sz7z

### TOOLS

Adobe Animate \* Acrobat \* Dreamweaver \* Google Slides  
Google Web Designer \* HTML Email Development \* InDesign \* Illustrator  
Photoshop \* Powerpoint \* QuarkXpress \* Whiteboard Animation \* Word

### SKILLS

Leadership \* Project Management \* Budgeting \* Collaboration

### WORK EXPERIENCE

#### 2009 - present

#### Chickymonkey Studio | Principal

Working solo or with a team, I use my extensive design and production chops on clients big and small. I can effectively create a web presence and follow it up with savvy marketing and advertising design as well as execute complementary collateral for any size company. With a client list that ranges from companies like Energy Recovery and San Francisco Travel to agencies like Mogo Marketing and The M Line, my style lends itself to the project at hand—elegant, corporate, fun—I can make it sing. And I'll write your copy too, just ask.

#### 2008 - 2009

#### Roxio/Sonic Solutions | Senior Design Manager

Roxio's line of award-winning software titles such as Toast, Creator and PhotoShow all have artistic content integrated into them. If you could slap a photo on it (cards & calendars) or use it to make a slideshow (stylized backgrounds & themes), I had a hand in its design and production. To do this, I worked with engineering teams in SF as well as China, managed production artists, and held overall accountability for the delivery of all design assets. I even have some familiarity with Agile Development Process and Scrum.

#### 2005 - 2008

#### Roxio/Sonic Solutions | Senior Designer

Before I was promoted to CDM (see above), I was the go-to girl for everything email at Sonic Solutions/Roxio. From design and coding to creating campaigns that effectively sold software through its lifetime phase, I helped shape all outbound email sales that resulted in a substantial portion of revenue for this high-profile software company.

## INTERESTS & HOBBIES

Art & Design  
Camping  
Cooking/Baking  
Illustration  
Literature  
Music  
Running  
Traveling  
Working Out

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## REFERENCES

### Alex Dolan

alex@energyrecovery.com

### Audrey Shapiro

audrey@bonair.com

### Kristan Kirsh

kkirsh@nextracker.com

## WORK EXPERIENCE

### 2002 - 2005

#### Chickymonkey Design | Principal

Remember the first time you heard the word “economic downturn?” That’s when I was given my first opportunity to bang on some doors and make my own little place in the design community as a solo performer. I was able to rustle up clients like Wells Fargo, IndyMac Bank, McAfee, Aptimus, Sonic Solutions and Shutterfly. also spent some time working as a freelance AD at agencies like Carat Fusion and The M Line. Projects included advertising design, direct mail, identity, collateral, HTML emails, banner and website design.

### 1998 - 2002

#### Rathje Chadwick & Company | Production Designer

I worked with a group of creatives and account people who had left Foote Cone & Belding to start something on their own. I was fortunate enough to be hired as their web person. Slicing, splicing and coding, I worked with a client list including Looksmart, Respond.com, Snapfish, Sugarbowl Ski Resort, Genesys, Intuit and Torani.

Building websites, banners and other online collateral was my mainstay but my well-rounded background in print came into play as well.

### 1998 - 2002

#### Headland Digital Media | Interface Engineer

As an Interface Engineer, I churned out page upon page of HTML for clients like Addison Wesley Longman, Penguin Books, Simon & Shuster and Rough Guides to Travel. I got my first peek at how to put together wireframes and site maps and started to learn a little javascript. I worked with developers, producers and other creatives. Working on the Penguin Books team, we won the award for Best Site on Communication Arts.