

LAURA CRAWFORD

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Experience:

GOODKIN, LLC.

CO-FOUNDER, CREATIVE DIRECTOR

Los Angeles, CA September 2009 to present

- Creative direction, design and site architecture
- Media & marketing strategies
- Content organization
- Oversee development group and graphic designers

www.WeAreGoodkin.com

CREATING SPACE LA

CREATIVE DIRECTOR / MEDIA STRATEGIST / CONSULTANT

West Hollywood, CA January 2009 to Present

- Creative direction and executive strategic consulting
- Consultation and partnerships with large scale multi-platform start-ups
- Experiential marketing design, interaction and communication design direction
- Convergent media design strategies

www.creatingspace.la

BALSARA + CRAWFORD, INC.

PRINCIPAL / CONSULTANT

West Hollywood, CA July 2007 to August 2009

- Development of The Chiller Plant (2007-2008) a working studio / flex space in Pasadena, an independent enclave for designers, makers and creatives of all types
- The Chiller Plant events, workshops, screenings and shows
- Creative and strategic development for interactive spaces and retail environments

Projects / Clients include:

Lily Dog Entertainment / Americana At Brand
Art Center College of Design

www.balsaracrawford.com

MARITZ INTERACTIONS

CREATIVE DIRECTOR

Torrance, CA January 2006 to December 2008

- Creative direction and project management for large-scale interactive environments
- Strategic media design solution planning across media type and environment
- Experiential marketing design, interaction and communication
- Oversaw event projects from RFP response, visual and thematic concept to technical execution
- Projects required large-scale space planning and branding as well as engaging media interactions
- Provided new technology and media savvy solutions

Projects / Clients include:

Honda – Honda Center displays
Scion – Event sponsorship, viral marketing
Toyota – Exhibition & VIP event spaces, displays

Lexus – Event social networks
Infiniti – Event spaces & dealer meetings
Oracle – Interactive media communications

www.maritz.com

I FARM IDEAS

FOUNDER / LEAD CREATIVE DIRECTOR & MEDIA STRATEGIST

Torrance, CA June 2006 to December 2008

- Client facing, creative R&D group within Martiz Interactions
- Data base of ideas for a company wide blog, cataloged and categorized for future application
- Market landscape analysis: written reports, research, white papers
- Reporting combined with objectives and analysis to provide an actionable strategic approach
- Strategic approach developed into creative and documented to build strong cases studies

Projects / Clients include:

Scion – Redefining service & retail experience
Spiderman The Musical – Automotive sponsorship
Nissan – Virtual world experience design

Scion TAG Program – Online owner/enthusiast network
DRIVE Q – RFID & GPS driving tour
2010 Prius Launch VIP Events

www.ifarmideas.com

SLANG MEDIA

PRINCIPAL / CONSULTANT

West Hollywood, CA January 2006 to December 2007

- Brand strategy, project management and development in the virtual communities Second Life and There.com

Clients include:

MTV / Signature Creative – Virtual LOGO
Maritz – Lexus Summit Machinima

Chiat Day / Nissan of Second Life Consultation

www.slangmedia.com

o2 CREATIVE SOLUTIONS
CREATIVE DIRECTOR

www.o2creativesolutions.com

Culver City, CA October 2006 to February 2007

- Creative direction and project management for interactive media systems and environments
- Oversaw event projects from visual and thematic concept to technical execution
- Projects required large-scale space planning and branding as well as engaging media interactions
- Provided new technology and media savvy solutions

ART CENTER COLLEGE OF DESIGN
FACULTY

www.artcenter.edu/kids

Pasadena, CA January 2005 to December 2005

- Digital Video: Process and Discovery Workshop / Saturday High

I created this workshop for High School students to discover and explore creative methodologies through experimentation with digital video. Emphasis is placed on the value of the creative process and the communication of abstract ideas and emotions.

- Teaching Assistant to Dr. Peter Lunenfeld, Media Theorist

URBAN STREET STUDIOS
CO-FOUNDER / CREATIVE DIRECTOR

Venice, CA February 2001 to August 2003

- Multimedia project research, consultation, design, Flash animation and website production
- Client liaison and project management, proposals, budgeting and freelance employee / team supervision

KICK MEDIA
LEAD DESIGNER & ANIMATOR

Culver City, CA April 2000 through February 2001

- Flash animation and design for Broadband media and magazine sites
- Movieline Broadband and Detour TV site content management

PITTARD SULLIVAN
PRODUCTION ARTIST, INTERACTIVE & BROADCAST DESIGN

Culver City, CA November 1996 through April 2000

- Proposal and concept keyframe design, After Effects animation and design for on-air graphics

Clients include:

Discovery Health Channel, TV Guide, TiVo, Lifetime, Sat 1, CBS, ABC, TVG, Sky Premier, Kabel 1 and Fox Family.

DIRECTOR'S GUILD OF AMERICA
SPECIAL PROJECTS INTERN

Los Angeles, CA July through September 1995

Education: **ART CENTER COLLEGE OF DESIGN** www.artcenter.edu
MFA, 2005, MEDIA DESIGN PROGRAM
Emphasis: Interactive Media Systems and Environments

UNIVERSITY OF CALIFORNIA, LOS ANGELES
GRAPHIC DESIGN EXTENSION PROGRAM, 1997

FLORIDA STATE UNIVERSITY
BA, Cum Laude, 1995, Major: MEDIA PRODUCTION

MFA Thesis: **OneDog: Companions for Life**
Comprised of physical retail experience design installations, an interactive collar system and an online community, Onedog's service-based brand ideology and community brings new life to an archaic retail system. This new system repositions the commodity-driven pet industry, through physical space, social networks and interactive objects as a relationship-building community.

Exhibitions: (Re)Presenting Place
The Williamson Gallery, ACCD, group exhibit, April through May 2005
"The Art Center Machine", "Moving Monitor", "The Giga-Pixel" 180 Panorama
Part of the Michael Naimark Interactive and Immersive Film Environments, Exhibition

Panels: Mediatecture: The Fusion of Architecture and Digital Media
Coordinator and Panelist, December 2004

Software: Photoshop | Illustrator | Flash | Final Cut | Keynote | Dreamweaver | InDesign | MS Office