



LAURA CRAWFORD

Creative Director

Education

MFA, Media Design

ART CENTER COLLEGE
OF DESIGN

Emphasis: Interactive Media
Systems, Environments and Retail

Thesis: Retail & Community
Systems in commodity driven
industry networks

BA, Media Production

FLORIDA STATE UNIVERSITY
Phi Kappa Phi / Honors

Contact

laura@creatingspace.la

(310) 795-1733

Portfolio Site

www.creatingspace.la

Software



Experience

Sr. Creative Director, New Concepts

EDMUNDS.COM Santa Monica, CA June 2015 to September 2016

- Self-starting, entrepreneurial creative leadership role for product innovation
- Creative strategy and product ideation working closely with Product, UX, Technology, Marketing and Research teams
- Built and tested new tools and visual languages for consumer engagement
- Used Design Thinking methodologies to define consumer journey pain-points
- Defined product requirements building and testing product iterations and decision logic using live and A/B user research tests
- Delivered Uber Calculator, Price Value Comparison Tools, Guided Decision Modules, Site Enhancer Portal and Content Modules, Concepts for AI Guided Decision Making, Mixed Reality Car Shopping, Virtual Dealerships and Shopping Site Navigation

Sr. Creative Director, Advertising and Media Design

EDMUNDS.COM Santa Monica, CA September 2010 to June 2015

- Developed and expanded the Creative Services Department into the multi-faceted Advertising and Media Design team - an in-house creative advertising, marketing, design group and internal agency
- Led a team of designers, animators, developers, copywriters and web producers in creating custom, native, brand immersive products across the Edmunds site experience
- Worked directly with external agencies, production houses and major OEM brands to create unique experiences
- Delivered over \$10M in additional annual revenue for custom creative executions
- Operated as creative ally, ambassador, educator and creative strategist to Sales, Marketing, UX and Product teams

Executive Creative Director, Co-Founder

[GOODKIN, LLC](http://GOODKIN,LLC). Los Angeles, CA February 2009 to September 2010

- Creative direction, hands-on design, site architecture and content organization
- Developed media, marketing and advertising partnerships and strategies
- Led development teams and graphic designers

Principal / Creative Director / Media Strategist

[CREATING SPACE LA](http://CREATINGSPACE.LA) West Hollywood, CA July 2007 to September 2010

- Experiential marketing, interaction and communication design direction
- Developed and renovated *The Chiller Plant* (2007-2008) a working studio / flex space in Pasadena, CA - hosting workshops, screenings and art shows and community classes
- Creative, strategic development and RFP response for interactive spaces and retail environments

Projects / Clients include:

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

Creative Director

[MARITZ INTERACTIONS](http://MARITZINTERACTIONS) 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 providing technology savvy solutions
- Oversaw experiential 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

Projects / Clients include:

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

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

Founder | Lead Creative Director & Media Strategist

I FARM IDEAS Torrance, CA June 2006 to December 2008

- Client facing, creative R&D group within Martiz Interactions
- Market landscape analysis: written reports, research, white papers
- Reporting combined with objectives and analysis to provide an actionable strategic approach

Projects / Clients include:

Scion – Redefining service & retail experience
Scion TAG Program – Online owner/enthusiast network
Spiderman The Musical – Automotive sponsorship
DRIVE Q – RFID & GPS driving tour
Nissan – Virtual world experience design
Prius – Launch & VIP Events

Principal | Creative Director

SLANG MEDIA West Hollywood, CA January 2006 to December 2007

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

Projects / Clients include:

MTV / Signature Creative – Virtual LOGO
Chiat Day / Nissan of Second Life Consultation
Maritz – Lexus Summit Machinima

Creative Director

o2 CREATIVE SOLUTIONS Culver City, CA October 2006 to February 2007

Grad. Media Design TA & Design Instructor

ART CENTER COLLEGE OF DESIGN & ACCD FOR KIDS

Pasadena, CA Jan. 2005 to Dec. 2005

Independent Contractor | Creative Director

URBAN STREET STUDIOS West Hollywood, CA February 2001 to August 2003

Lead Designer & Flash Animator

KICK MEDIA Culver City, CA April 2000 to February 2001

Production Artist, Interactive & Broadcast

PITTARD SULLIVAN Culver City, CA November 1996 to April 2000



Exhibitions & Panels

Mediatecture: the Fusion of Architecture and Digital Media, panel
Art Center College of Design

(Re)Presenting Place, group exhibit
The Williamson Gallery, Pasadena CA

The Art Center Machine, video installation
The Williamson Gallery, Pasadena CA

Moving Monitor, Video installation
The Williamson Gallery, Pasadena CA

The Giga-Pixel, 180 Panorama, group exhibit
The Williamson Gallery, Pasadena CA
Part of the Michael Naimark Interactive and Immersive Film Environments, Exhibition

Concrete Fall, acrylic on canvas, group show
The Chiller Plant Gallery, Pasadena CA

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