

LAURA PACCHINI

Art Director, Graphic Designer

Highly creative multi-talented graphic designer with extensive experience in multimedia, marketing, and print design. Exceptional collaborative and interpersonal skills; strong team lead and dynamic team player, with well-developed written and verbal communication abilities. Known for outstanding work that is grounded in strategic thinking and visceral impact.

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EXPERIENCE

Freelance Designer, San Francisco, CA

2013-present

Independent graphic designer in a range of projects including designing logos, websites developing presentation templates for catalogue, signage, and advertising. Work includes selecting fonts, color palette, and presenting designs to clients and business leaders and executing changes as needed. Select clients include: Blum Capital, Bitterroot Capital Advisors, Explorador Capital Drew School, Invigo, LLC, among others.

The David Ireland House, San Francisco, CA

Development & Education, 2020-2023

Established a new education program in a collaborative work environment to develop audience, outreach, and brand refinement which included a revised website and marketing communication. Work culminated in a \$100,000 grant from the Warhol Foundation among other grants.

Jackson Square Ink, San Francisco, CA

Creative Director, 2013-2014

Leadership team on re-branding including naming of new brand, Expressionery, which included a revised business strategy. Led product development, product management, and user experience.

Hedge Gallery, San Francisco, CA

Partner, Gallery Director, 2004-2007

Built exceptional brand encompassing all marketing touch points: website, logo/ packaging, signage, advertising, environment, scent, music, telephone and events for a start-up high-end furniture gallery led by AD 100 interior designer. Events included co-branded client dinners with Christie's Auction House. Successfully managed monthly budget of \$30,000, delivered large-scale projects from conception to completion, on time, within budget, and increased revenue. Exceeded sales goal year-over-year by 20+% and hired and managed gallery staff.

Citigate Cunningham, Palo Alto, Los Angeles, and San Francisco, CA

Brand Strategist, Project Manager, 2000-2003

Managed client relationships in elite Brand Momentum group from research conception phase to implementation within or below budget. Delivered \$300K in new revenue via lead generation, due diligence, proposal writing, and new business presentations.

Williams-Sonoma, Inc., San Francisco, CA

Senior Designer, 1997-2000

Developed PotteryBarn Kids catalogue concept through publication including press run. Managed annual report under budget of \$250,000, met all SEC rules and timelines, and managed firm, Goodby, Silverstein & Partners. Lead graphic designer for all catalogue businesses under the Williams-Sonoma brand.

Landor Associates, San Francisco, CA

Designer, 1995-1997

Produced corporate identities (logo design), packaging, brand identity, web design, and brand guidelines book. Clients included: Andersen Consulting, Coors, The New England Financial, FedEx, Coro Leadership, and Brand Guideline for Motorola.

SKILLS

Adobe Creative Suite
Typography
Color Theory
Layout Design
Print Design
Digital Design
UI/UX Design
Image Editing
Drawing/Illustration
Prototyping

EDUCATION

San Francisco Art Institute

Master of Fine Arts, 2019

Art Center College of Design

Graphic Design/Advertising

Studio Art Center International

Florence, Italy

Denison University

Bachelor of Arts, Art History & Painting

Convent of the Sacred Heart

New York, NY

OTHER

Italian fluency
French proficiency
Board of Trustees, La Scuola Italiana di San Francisco
Board of Trustees, Istituto Italiano Scuola,
Board Member, Bravo! San Francisco Opera
Host parent to several international students through AFS* Intercultural Programs
*American Field Service