

Laney Newton

_Graphic Designer

845.242.2444

laneynewton@gmail.com

laneynewton.com

Education

_MFA in Graphic Design
Academy of Art University
San Francisco, CA

_BA in Fine Art
Saint Michael's College
Colchester, VT

Coursework towards BA in Fine Art
John Cabot University
Rome, Italy

Experience

_Currently

WealthFit

Kailua, HI

Graphic Designer

As the Graphic Designer working out of the Hawaii-based headquarters I work closely with the Creative Director, Director of Marketing, and the Video Producer. Working for a close-knit group keeps me hands-on larger scale projects such as course production for our live intensives, story-boarding for our web course videos to smaller scale projects such as our podcast graphics and article imagery.

_Fall 2018

California College of the Arts (CCA)
San Francisco, CA

Graphic Designer and
Front End Web Developer

California College of the Arts is an art, design, architecture, and writing school.

As the Graphic Designer and Front End Web Developer, I worked within the Marketing/Communications department of the college, I designed many different forms of print, digital, social, events, and environmental collateral. Including but not limited to the cca.edu website, "Welcome Student" admitted packet, and events such as "Fall Preview Day" and "National Portfolio Day."

_Fall 2015

Moovit Inc.
San Francisco, CA

Lead Marketing Designer

Moovit is a free public transit app and website based out of Israel.

As the Lead Marketing Designer, I worked alongside the Brand Manager and the Chief Marketing Officer to re-brand the company. Using marketing statistical data to design a visual identity for the brand.

I designed a brand book which is what the new designed app and website are based off of. In addition, I was also responsible for producing all marketing collateral. This included many international campaigns

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Skills

Adobe Creative Cloud

HTML and CSS

Illustration

Conceptualizing

Project Management

Team Player

Marketing

Sales

Microsoft Office

in countries like Brazil, Italy, France, and Germany.

_Fall 2013

Made In Earth

Venice, CA

Design Sales Manager

Made In Earth is jewelry brand focusing on semi-precious gemstones.

As head of design in the US stores I had to design all marketing emails, promotional materials, and the website. I directed photoshoots to model off the jewelry. Lastly, I edited photos for all social, print, and digital collateral.

_Summer 2013

KO Creative

Beverly Hills, CA

Marketing Coordinator

KO Creative is an entertainment advertising agency that specializes in trailers, DVD packaging, movie posters, etc.

After working as an Intern I was promoted to Marketing Coordinator where I used Constant Contact to keep track of all of my clientele. I was head of Business Development for all international clientele because of my experience traveling and living abroad. I also created all marketing materials to be sent off to the clients including the pdfs of each revision. As well as sell-sheets and the final package of the work from the design team.

Internships

_Summer 2015

Communication Arts

Menlo Park, CA

Graphic Design Intern

As the Graphic Design Intern, I mainly assisted with creating the new website. Through the use of SEO, I tagged content, created a file naming system and meta file names. I grouped content so that the old and the new content could be seen together.