

LAURA LINGWAI

11200 NW 12 Court
Coral Springs, FL 33071

954-242-2258
lauralingwai@yahoo.com

PROFILE:

Accomplished designer skilled in creating visual communications and all types of marketing media. Understands the importance of presenting companies in a positive light, and managing corporate brand. Technically accomplished in both MAC and PC Platforms. Proficient in the execution of fully integrated campaigns. Equally comfortable working alone or in positions requiring a high degree of interaction. Handles total production management from raw concept to total communication strategy including total design visuals for the web, provides powerful solutions. Passion to serve, a will to win, a commitment to customers and a very positive outlook on life ensures nothing is impossible.

Technical Skills:

Adobe (MAC and PC Platforms). CS5, Photoshop, Illustrator, Dreamweaver, Acrobat, InDesign, iPhoto, iDVD, Microsoft Office Suite, Symon Targetvision, Share Ware, and Photography.

Leadership Skills:

Project Management, Executive Client Management, Strategic Development, Corporate Communications, Art Direction, and Corporate Design.

Expertise in:

Visual designs, brochures, booklets, slide shows, posters, flyers, advertising layout and copy, advertisements, PowerPoint, special large scale displays, invitations, conferences, Internal TV Network, web visuals, event photography, leadership portraiture.

PROFESSIONAL EXPERIENCE:

LL Design, Coral Springs, Fl. 2010 – present
Creative Director / Graphic Designer

Coral Glades High School, Coral Springs, Fl. 2010 – present
Creative Director / Graphic Designer / Photography
Volunteering - Designing and supporting the Band & PTSO of Coral Glades High School.

CARESOURCE, Ft. Lauderdale, Fl. 2010 – present
Administrative Assistance / Intake Specialist

AMERICAN EXPRESS, Ft. Lauderdale, FL 1981 – 2009
Creative Media Specialist – Corporate Affairs and Communications (1981 – 2009)

Served as a designer and multimedia advisor for the South Florida Headquarters with 3000 employees; also supported the US and India Service Centers. Managed purchase of supplies, equipment and software. Served as In-house photographer for all events and supported full range of activities.

- Completed over 6,000 visuals and specialized communications for projects including:
 - Roll out of the annual Employee Giving Campaign (3000 employees)
 - Campaign for the Health Wellness Fair (2,800 employees attended)
 - Yearly Leadership Conference (800 executives attended)
 - Achievers Circle Award Winners (highest performance rated employees)
 - Needy Children outreach projects: Adopt a Camper; Adopt/Adopt A Child for the Holiday
 - Numerous national/local philanthropic endeavors including the Dan Marino Foundation
- Designer and Multi-media Advisor for Community Involvement Council and Diversity Networks
- Corporate Representative for HOW Design conference for graphic designers
- Located vendor for larger poster material, saving a \$100 a roll, \$20K a year
- Key contributor to branding of company as good corporate citizen and in it being recognized as one of the “Top 50 Best Places to Work” by JD Powers for two years in a row
- Led interior decorating renovations for Executive Conference Room, avoided \$5K in costs
- Served as a design and brand mentor to department in-house design teams

- Introduced graphic e-mail proofs/share drive to enhance communications with offsite designer
- Quantified communications with regular surveys from customers
- Managed campaigns with cross-functional personnel and external vendors

EDUCATION:

Kingsborough Community College, Brooklyn, NY

VOLUNTEER:

- Broward County School, Coral Glades High School, PTSO Board – Design Team, Creative Lead, advising and creating communications to support the success of the students and school. Working with the administrators, students, teachers and volunteers to promote events, creating an identify for this non-profit organization. Band photographer.
- Broward County School, Sawgrass Springs School, PTA Board – Safety, Assists to raise funds, and Teacher Appreciation/Hospitality
Assists to raise money for the local in need, supports the school teachers and promotes safety. Meets monthly to discuss ideas, organizes events and concepts related to raising funds and assisting with ensuring safety for the children/school, by working with the local police and school resource officer. Created visuals and photographed school events.
- Saint Elizabeth Ann Seton - Charity, assist and organize religious education school office.

Honors and Awards:

Volunteers Assisting Students & Teachers,
Certificate of Appreciation
The School Board of Broward County, Fl
Awarded by the state of Florida, volunteering
For over ten years

Volunteers Assisting Students & Teachers,
Certificate of Appreciation
The School Board of Broward County, Fl
Awarded by the state of Florida, volunteering
over 200 hours for the 2009-2010 school year

Certificate of Appreciation
Recognition of Commitment & Support of local Good Citizenship efforts.
American Express
Community Involvement Council Core Team &
the Employee Giving Campaign Committee Member

Recognition of Commitment & Support within the Community
The Dan Marino Foundation & Y100.

Please visit my profile on www.linkedin.com/in/lauralingwai
and if you would like to **view samples of my work please visit www.lldesignatelier.com** or "My Portfolio" from linkedin will direct you there.