



Laura McCaskill

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Education

BS in Advertising – The University of Texas at Austin (Texas Creative Sequence)

Experience

- 2017 – Present **Publicis Hawkeye – Senior Art Director**
Lead Art Director on Capital One Direct Mail team, responsible for everything from ideation through production of various consumer facing online & direct mail pieces.
- 2009 – 2017 **Duncan/Day Advertising – Senior Art Director**
Responsible for generating ideas and creative collateral within budget, timeline, and brand standards for clients including: Frito Lay, JCPenney, JPMorgan Chase, Dell, GE, Synchrony Financial, Samsung, TJX, T.J.Maxx, Marshalls, HomeGoods, TWG Insurance, Texas Back Institute, Pro-Health, Viewpoint Bank, and Heroes for Children.
- 2009 – 2009 **TM Advertising – Freelance Art Director**
Worked closely with copywriters and creative directors to create exploratory, multi-channel campaigns for Nationwide Insurance under very tight deadlines.
- 2008 – 2008 **The Richards Group – Art Director Intern**
Produced work for clients such as AMC’s Mad Men, Gamestop, Hyundai, Bridgestone, Fruit of the Loom, H-E-B, Casio, Centex Homes, Guaranty Bank, SMU, and Suddenlink.
- 2005 – 2007 **UT Dept of Electrical & Computer Engineering – Interactive Art Director**
Designed and implemented a new UT ECE website, as well as producing print and online collateral for various department programs.

Expertise

- Tools: Adobe CC, specializing in: InDesign, Photoshop, Illustrator, Premiere Pro, Animate and Dreamweaver Office Suite, Sketch, Slack, Trello, Dropbox Teams Admin, Google Apps Admin, Wordpress, NetBeans
- Skills: Creative Strategy/Concepting, Online and Print Layout, Logo/Identity Design, Brand Development, Client Presentation, Project/Budget Management, Social Media, HTML, CSS, PHP, Responsive Design, UX Best Practices, Analytics, Typography, Photography, Retouching, Illustration, Troubleshooting

Encomium

- 2013 GE Capital Retail Bank Vendor Appreciation Award
- 2010 Work featured in Communication Arts 50th Advertising Annual
- 2009 One Show finalist: AMC’s Mad Men
- 2007 CMYK Magazine: work published in issue #39
- 2007 Gold Austin Addy: Rudy Project
- 2007 One Show Client Pitch: NRDC
- 2007 Work exhibited in the One Show student gallery: Norton, Lawry’s

Enjoys

Lining things up symmetrically, unintentionally hilarious stock photos, portmanteaus, poignant line breaks, obvious foreshadowing, circuit bending, space migration, theoretical physics, wild speculation, forensics, gumshoeing, tempting fate, training rabbits, simplifying complex things, complexifying simple things