

# Laura Renga

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*Creative Director and Strategist with 15 years of design and communications experience with brands such as The Ritz-Carlton, Travel + Leisure Magazine and CBS Television as well as smaller businesses and non-profits with a goal to craft all aspects of business around the true core of an organization's mission and to create something truly honest and original.*

## **Creative Director & Strategist** *Good Blood Creative / NYC / October 2017 – present*

- At a design, strategy and communication consultancy, ideate directly with clients to get to the heart of their brand and translate that to memorable and authentic ways to engage their audiences, from multi-channel campaigns, business strategy, immersive environment design, event programming, print/digital/social content, among other assets.
- Manage projects with clients, guiding every aspect of the creative process, from ideation to completion.
- Responsible for hiring and art directing junior designers as well as photographers, illustrators and web developers.
- Work hands-on with clients, elevating a brand's mission, design and messaging and ensuring consistency throughout every touchpoint.

## **Senior Art Director** *Manifest Agency / NYC / January 2016 – March 2017*

- At this 200+ person advertising and content creation agency, I was responsible for working directly with clients The Ritz-Carlton, JW Marriott and CBS Television Network to elevate their brands' experience through editorial magazines and digital touchpoints.
- Collaborated closely with each client as well as internal editors, writers and production to create content that is aligned with each companies' goals and values.
- Art directed, designed and directed production of magazine layouts, packages and covers for each client on a monthly schedule.
- Directed and mentored junior designers as well as hired outside illustrators and photographers for every issue.

## **Art Director** *Men's Health Magazine / Hearst Publishing / NYC / May 2015 – January 2016*

- As a full-time Art Director of this national best-selling men's magazine, I was responsible for creating story visuals and designing editorial layouts for all sections of the magazine.
- Collaborated with internal stake holders such as editors, writers, copywriters, print production and the magazine's photography department to bring the editorial stories to life in dynamic and unique ways while still adhering to the brand's mission and visuals.
- In charge of researching, assigning and art directing illustrators and conceptual photographers for each issue.

## **Associate Art Director** *Travel + Leisure Magazine / Time Inc. / NYC / August 2013 – February 2015*

- As part of a four-person internal art department at a national monthly magazine, I was responsible for conceptualizing editorial layouts with story editors, designing magazine features, annual editorial packages and monthly sections in every issue.
- Designed unique infographics throughout the magazine each month.
- Hired and collaborated with outside vendors such as photographers and illustrators for each issue.
- Acted as the sole Art Director of the Travel + Leisure app.