

Laura Parisi

ART DIRECTOR & DESIGNER

say hello

Conshohocken, PA 19428

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Art Director and Designer with 10 + years of experience creating brand identities, digital campaigns, and multi-platform visual systems. Expert in concept development, creative strategy, and leading design direction from idea to execution. Blends strategic marketing insight with elevated design to deliver cohesive, high-performing campaigns across digital, print, and social media.

SKILLS

Adobe Creative Suite | InDesign, Photoshop, Illustrator and XD | Adobe Express | Canva
Art Direction | Digital Marketing | Social Media Marketing | Digital & Print Design
Packaging Design | Photography | Mailchimp and Active Campaign
Wordpress and Squarespace | HTML & CSS

KEY ACCOMPLISHMENTS

- 10 + years of experience leading art direction, executing design, and delivering creative solutions across print and digital assets.
- Proven success leading product launch campaigns, developing creative strategy, and executing design across packaging, print media, social media, and e-commerce.
- Directed overall design and executed design for cosmetic packaging, navigating international packaging and labeling laws.
- Increased overall brand awareness through a complete brand redesign, including an updated logo and packaging.
- Interviewed, hired, and trained junior designers on products and brand guidelines.

PROFESSIONAL EXPERIENCE

AMCO INTERNATIONAL MFG - CONSHOHOCKEN, PA

2014-present

ART DIRECTOR AND MARKETING DIRECTOR

Led creative direction for a multi-brand ecosystem. Crafted distinct brand strategies, marketing campaigns, and designed materials for each brand.
Includes: Nail Systems International, Tridox, AMCO Mfg and AMCO Dental.

NAIL SYSTEMS INTERNATIONAL (NSI) - CONSHOHOCKEN, PA

2014-present

ART DIRECTOR AND MARKETING DIRECTOR

Spearheaded overall visual direction and marketing execution for a globally recognized nail care brand. Provided art direction, mentored junior designers, and established comprehensive brand standards across all touchpoints.

- Collaborated with sales team to develop and design marketing materials to support goals.
- Created a digital asset management system to help support global sales teams.

GRAPHIC DESIGNER AND MARKETING COORDINATOR (NSI)

2012-2014

Collaborated with senior staff to design graphics and manage marketing channels.

- Managed and created content for social media, sourced UGC, and handled customer engagement.
- Designed email marketing campaigns in MailChimp, including e-commerce promotions and newsletters.
- Maintained e-commerce website, including adding new products and creating promotional graphics.
- Used Adobe Photoshop to edit photography of products, and model photography.

EDUCATION

CABRINI COLLEGE - BA, GRAPHIC DESIGN - MINOR, STUDIO ARTS

2012

PROFESSIONAL DEVELOPMENT

- Google Digital Marketing & E-commerce Specialization (2024)
- Google UX Design Specialization (2024)
- Gamification (2020)