

CATAPULT

YOUR BUSINESS TO THE NEXT LEVEL

hello

My name is Laura Long. I am the Founder/Creative Director of **Think Bot Creative**. Winning the ADDY® Award made an exciting start to my business in 2001. I have grown to become one of the most successful agencies in the marketing and design industry.

I am a California-born Texan. After graduating college in 1998, I moved from East Texas, (Tyler), then to Dallas to start my graphics career. For over eight years I started developing my skills as a Production Artist working for a company called D Media, where I received some of the best training from the real world of advertising.

I then went on to work as a Graphic Designer with companies from small to large, starting with Nouveau Eyewear, then on to my dream job at CompUSA.

I have worked for over 20+ successful years as a Graphic Designer and now living in Houston, Texas.

My services are based on creative and original concepts with exceptional design products. I offer a wide range of services; production, layout, graphic design, web design, art direction, prepress, illustration, and more. I'm known for my creativity, modern and fresh ideas, flexibility, and a sense of humor with an uncanny ability to interpret the client's unspoken wishes to come up with the right solution.

education

AAS • TYLER JUNIOR COLLEGE - 1998

COMMERCIAL ART

UI CERTIFICATE • CALARTS - 2022

PRINT DESIGN • WEB DESIGN • GRAPHICS

PHOTOGRAPHY • ILLUSTRATION

Internship at Business Direct Marketing - Tyler, TX

skills

- | | | | |
|----------------|-------|---------------|-------|
| INDESIGN | ••••• | COPY WRITING | ••••• |
| PHOTOSHOP | ••••• | VIDEO EDITING | ••••• |
| ILLUSTRATOR | ••••• | WORDPRESS | ••••• |
| TYPOGRAPHY | ••••• | SQUARE SPACE | ••••• |
| PRINT DESIGN | ••••• | POWERPOINT | ••••• |
| DIGITAL DESIGN | ••••• | UX/UI | ••••• |



qualities & interests

- | | |
|-------------------------|-------------------|
| • FLEXIBILITY | • ART |
| • DETAIL ORIENTED | • MUSIC |
| • PROBLEM SOLVING | • GAMING |
| • DEDICATION | • PHOTOGRAPHY |
| • SENSE OF HUMOR | • INTERIOR DESIGN |
| • CLIENT INTERPRETATION | • FASHION DESIGN |

awards

Won an Addy® Award for LeCarb package design. Won several awards at the East Texas State Fair for Photography and Art.

advertising

THINK BOT CREATIVE – Tyler/Dallas/Houston, TX
Remote Creative Director Jan. 2001 to Present

- **Art Direction;** photo shoots, photography, and press checks
- **Graphic Design;** campaigns, branding, style guides, photo manipulation, web design, ads, signage, packaging, infographics, magazines, Powerpoint decks, and other promotional pieces
- **Prepress;** prepping files, color correction, and proofing

marketing

SEO DESIGN CHICAGO – Chicago, IL
Remote Graphic Designer Jan. 2022 to May 2022

- **Creative Direction;** Updated and designed all branding
- **Graphic Design;** social media ads, sales decks, print and web design, and t-shirts

marketing

SD PROFESSIONALS – Sevierville, TN
Remote Graphic Designer July 2021 to Oct. 2021

- **Graphic Design;** social media ads, brochures, and graphics for print and web design for Dolly Parton and her theme parks, used Squarespace to design websites for documentary films

t-shirts

UNIVERSITY TEES – Lakewood, OH
Remote Illustrator Sept. 2019 to Jan. 2020

- **Production;** made edits to artwork and prepress
- **Graphic Illustration;** created graphics for t-shirts

marketing

DUFFY MARKETING – Kansas City, MO
Remote Graphic Designer Jan. 2019 to Sept. 2019

- **Production;** email blast and prepress
- **Graphic Design;** designed social media ads, brochures, and graphics for print and web

event management

DESIGNS BY FRANCIS & ASSOCIATES – Hollywood, CA
Remote Director of Branding and Design
 Nov. 2017 to Dec. 2018

- **Creative Direction;** designing pitch decks, web designs, and print materials
- **Branding;** designing logos and branding event themes

influencers

TYPE LAB - A TRUE FAMILY ENTERPRISES – San Francisco, CA
Remote Graphic Designer March 2017 to Nov. 2017

- **Brand Marketing;** creative deployment for Social Media
- **Graphic Design;** packaging, logos, style guides, photo direction, t-shirts, and email blast

magazine

SOCIETY MAGAZINE – New York, NY
Remote Creative Director Jan. 2015 to Oct. 2016

- **Creative Direction;** magazine layout, ad creation for social media, and press checks
- **Graphic Design;** logos, ads, and other promotional pieces

advertising

MARTE MULTIMEDIA – New York, NY
Remote Graphic Designer April 2014 to Nov. 2014

- **Graphic Design;** ads, brochures, letterhead, business cards, email blast, and other promotional pieces

printing

IMPRESSIVE IMAGE WORKS – Tyler, TX
Graphic Designer June 2013 to April 2014

- **Graphic Design;** produced ads, signage, vehicle wraps, brochures, promotional pieces, t-shirts, and logos
- **Prepress;** prepping files, color correction, trapping, and proofing

magazine

FRESHMEET MEDIA – Dallas, TX
Remote Creative Director Jan. 2012 to June 2013

- **Creative Direction;** magazine layout and design, press checks, photo shoots, and fashion designing for fashion models
- **Graphic Design;** logos, ads, brochures, magazine, and other promotional pieces

educational

MENTORING MINDS – Tyler, TX
Remote Graphic Designer Feb. 2010 to Dec. 2011

- **Production;** educational tools, math books, and catalogs
- **Graphic Design;** flip charts and branding
- **Illustration;** elements for print products

shipping & printing

THE UPS STORE – Carrollton, TX
Printing and Graphics Manager Oct. 2009 to Feb. 2010

- **Managed;** print office, customer orders, and quotes
- **Graphic Design;** branding, brochures, and other print materials

event management

BRING IT ON! DALLAS – Carrollton, TX
Design Manager Oct. 2007 to Jan. 2009

- **Designed;** proposals for RFP's, brochures, and promotional pieces

printing

PRINT WISE PRINTING AND GRAPHICS – Addison, TX
Design Manager/Office Manager Oct. 2006 to Jan. 2007

- **Graphic Design;** brochures, letterhead, and business cards
- **Managed;** front office, customer service, taking orders, shipping/receiving, bookkeeping, and printing

online learning

LUMINANT STUDIOS – Carrollton, TX
Illustrator Oct. 2005 to Oct. 2007

- **Illustration;** created illustrative elements for SixSigma and training modules for business management training classes
- **Technical;** worked closely with the technical lead on designs and QA'ed design issues

printing

DESIGNER GRAPHICS – Tyler, TX
Graphic Designer Oct. 2003 to Dec. 2005

- **Graphic Design;** produced ads, signage, vehicle wraps, brochures, promotional pieces, t-shirts and logos
- **Prepress;** prepping files, color correction, and trapping

grocery

BROOKSHIRE GROCERY COMPANY – Tyler, TX
Graphic Designer Nov. 1999 to Oct. 2001

- **Graphic Design;** campaigns, weekly circulars, branding new product lines, and store images
- **Art Direction;** photo shoots and web design

electronics

COMPUSA – Addison, TX
Graphic Designer May 1998 to Nov. 1999

- **Graphic Design;** campaigns, came up with new designs once a week for circulars, branding new product lines, and store signage