



# LAUNCH

## YOUR BUSINESS TO THE NEXT LEVEL

**LAURA LONG**  
CREATIVE DIRECTOR



### 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 have worked for over 20+ successful years as a Graphic Designer and now living back in Tyler, Texas.

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.

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