

LARA

SPURGEON ART DIRECTOR

CONTACT

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Location: Portland, OR

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EDUCATION

University of Oregon

Bachelor of Arts June 2022

Advertising major | Art minor

Summa Cum Laude | GPA 4.03

HONORS

- AAF Most Promising Multicultural Students Awardee (MPMS) 2022
- Multicultural Advertising Internship Program (MAIP) Alum 2021
- Phyllis Van Kimmell Bell Leadership Award recipient 2022 for outstanding leadership beyond academic achievement 2022
- Willis Winter Award for outstanding scholastic and professional service in the field of advertising 2022
- Best female speaker in NSAC regionals competition 2022
- School of Journalism and Communication's 2022 Commencement speaker

CREDENTIALS

- Adobe Suite (Photoshop, Illustrator, InDesign, XD)
- Procreate
- Brand Advertising
- Deck Design
- Public Speaking

EXPERIENCE

Junior Art Director

Biolumina | New York, Remote | 2023-Present

- Working on the Astrazeneca IMFINZI and IMJUDO account for oncology medication.
- Developing print and digital assets for client social media accounts.
- **Learned** the ins and outs of pharmaceutical advertising while staying creatively innovative.

Executive Art Director

Upstream Advertising | AAF's National Student Advertising Competition | 2020-22

- Art directed an award-winning advertising campaign for our client, Meta Quest, taking lead on the plansbook, deck, and presentation deliverables.
- Lead and designed assets for OOH, banners, social media posts, and experiential executions.
- **Learned** how to love the collaborative nature of making amazing work that I believed in and how to make a mean deck.

Social Media Designer

Translation LLC | New York, Remote | AAF's 4A's MAIP Fellow | 2021

- Developed mock-ups and graphics for Beats by Dre social media posts and internal decks.
- Designed tech packs, Instagram posts, clothing mock-ups, emails, fliers, and posters for Stashed SF's website and acted as STASHED's in-house creative.
- **Learned** how to successfully manage multiple campaigns and deadlines in a fast-paced environment that is committed to producing world-class work.

Marketing Coordinator and Art Director

Coalition Against Environmental Racism (CAER) | University of Oregon | 2020-21

- Single-handedly managed and designed all the content for CAER's social media accounts.
- Planned and promoted an entire virtual conference about Environmental Racism by Design.
- **Learned** the ins and outs of social media marketing and gained invaluable knowledge about the intersections of environmental racism and design that continues to influence all my work.

Graphic Designer

Rookie Road Sports Company | Oregon, Remote | 2019

- Hand drew over 40 digital illustrations of sports equipment in Adobe Photoshop.
- Navigated a remote working environment while balancing multiple deadlines.
- **Learned** how to be a Photoshop wiz and effectively communicate my needs to my superiors.

Internal Lead

Multicultural Center (MCC) | University of Oregon | 2021-22

- Managed a team of 10 with meetings, job allocations, team bonding, and event planning.
- Performed receptionist duties and hosted events to create a safe space for students of color.
- **Learned** how to be a selfless leader who stands up for my team and gets work done.

Teacher Assistant

First-Year Experience Program | University of Oregon | 2019-22

- Co-taught three classes for first-year students on topics including linguistics, sociology, women's and gender studies, foreign language, and art.
- Collaborated with faculty and served as a peer mentor to first-year students.
- **Learned** how to support students in their growth while advocating for my needs.