

LARA SPURGEON

ART DIRECTOR

CONTACT

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laraspurgeon.com

Location: Bend, OR

AWARDS

- Biolumina's Values Award recipient for 2024 for staying curious, having an open mind, and ready hands.
- AAF Most Promising Multicultural Students Awardee 2022
- Phyllis Van Kimmell Bell Leadership Award recipient for outstanding leadership and involvement beyond academic achievement.
- School of Journalism and Communications (SOJC) Commencement speaker 2022

SKILLS

- Adobe Creative Suite
- Figma
- Google Suite
- Canva
- Procreate

EDUCATION

University of Oregon

Bachelor of Arts

Advertising major | Art minor

Summa Cum Laude | 4.03 GPA

EXPERIENCE

Senior Art Director | Biolumina

February 2023 to Present | New York | Remote

- Worked on 3 launches for the AstraZeneca brands, IMFINZI and IMJUDO.
- Currently working on marketing assets for bladder cancer for IMFINZI.
- Independently owns 20+ projects including web designs, social media ads, emails, print leave behinds, conference booth experiences and more.

Social Designer | Translation LLC | 4A's MAIP Fellow

June 2021 to August 2021 | Brooklyn, NY | Remote

- Developed mock-ups and graphics for Beats by Dre social media pages.
- Made tech packs, Instagram posts, clothing mock-ups, and posters for Stashed social media.

Executive Art Director | Upstream Advertising | NSAC

September 2020 to Present | University of Oregon

- Art directed campaign "Play Out. Play In." taking lead on the plans book design, deck creation, and presentation.
- Was a presenter, winning best female speaker at the regional level.
- Placed top eight in the American Advertising Federation's (AAF) National Student Advertising Competition (NSAC), representing the University of Oregon's Upstream Advertising team for client Meta Quest, plus district 11 first place winner.

Marketing Coordinator | CAER

September 2020 to 2021 | University of Oregon

- Lead Art Director for The Coalition Against Environmental Racism.
- Managed CAER social media and redesigned CAER brand.
- Planned an entire virtual conference with over 150 attendees.

Designer | Align Magazine

January 2020 to June 2020 | University of Oregon

- Illustrated and designed page layouts for Spring issue, *Live Undone*.
- Art Directed photo shoots and visual assets for Align social media.

Graphic Designer | Rookie Road

June 2019 to September 2019 | Portland, OR | Remote

- Hand drew over 40 digital illustrations of sports equipment.
- Kept up with fast-paced deadlines and remote working style.

Internal Student Lead | UO Multicultural Center

September 2021 to June 2022 | University of Oregon

- Creates an inclusive community at the Multicultural center and UO.
- Assists in Multicultural program management and student success.