

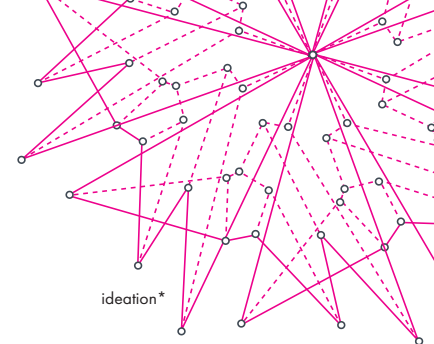
# **laura MCCRACKEN** Art Director

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wilddogstudiopdx  
wilddogpdx

Ideation  
Adaptable  
Diligent  
Resilient  
Listens to the B side

Art direction  
Brand development  
Brand identity  
Packaging  
Print layout & production  
Publication design  
Video production

Being an Art Director allows me to be fluid, learn new ways to be creative everyday and solve creative challenges. My design philosophy: Design should make people feel, make statements, and change lives. The strategy behind the design is as important as the design itself. What you do next matters more than what you did in the past. Admitting flaws elevates integrity.



## **Education**

Portland State University  
Bachelors of Fine Arts Graphic Design, Minor in Advertising Management  
September 2017 - June 2020, Portland, OR  
Chemeketa Community College  
Associate of Applied Science Degrees in Visual Communications, Graphic Design and Multimedia  
September 2007 - June 2011, Salem, Or

## **Experience**

PSU Center for Entrepreneurship • Junior Designer (Intern)  
April 2021 - Present • Portland,OR  
WildDog Studios • Graphic Designer  
June 2011 - Present • Portland, OR  
FIR NW • Art Director\Creative Director of Art Direction (Intern)  
April 2019 - April 2020 • Portland State University  
Starbucks • Barista  
December 2006 - July 2011 • Boulder City, NV\Salem, OR  
Wynn Hotel & Casino • Visual Merchandiser  
May 2005 - October 2006 • Las Vegas, NV  
Mountain Bike Heaven • Manager\Mechanic\Trail Guide\Visual and Environmental Designer  
March 1997– June 2004 • Sedona, AZ

## **Volunteer Work**

Measure 99 Outdoor School for All • Assistant Director for promotional videos  
2016 • Portland, OR  
BRMBA Black Rock Mountain Bike Assoc. Non-profit • Graphic Designer\Photographer  
June 2011– June 2012 • Fall City, OR  
Bootleg Canyon Mountain Bike Park • Assistant Trail Manager\Race Promoter  
February 2003 - July 2007 • Boulder City, NV

## **Awards**

Honors: magna cum laude (GPA: 3.82) 2020  
Annie Spencer Scholarship 2019-2020  
SALP Leadership Fellows Scholarship 2019-2020  
Dean's List PSU 2017-2020  
Photograph accepted as a juried piece into the gallery show January 2011  
*Sense of Place: Black and White Prints of City and Landscape*  
Dean of Students Purchase Award Chemeketa Community College for *Monsantoland* 2011