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Top Skills

Presentations

Communication

Branding

Certifications

Create A Brand Strategy

Certificate of Completion with Sophia Amoruso

Honors-Awards

Dean's List

ACUI Honorable Mention - Fraternity & Sorority Handbook Design

Publications

Shout LA Magazine

Check out Laura's Tu Artwork

Laura Tu Williams

Design Leader in Branding & Marketing | AIGA LA Content Director | STAVE Technology

Los Angeles Metropolitan Area

Summary

Hello, My name is Laura Tu Williams, and I am a seasoned creative with over 16 years of graphic design experience in consumer products and hospitality marketing across various industries. I am currently exploring new opportunities in the entertainment, tech, or finance sectors and welcome InMail inquiries from hiring managers, for full-time, long-term, or short-term contract roles in art direction and product design.

In addition to my professional experience, I am an active volunteer with AIGA LA, the leading professional association for design. I am honored to serve as the Content Director on the board of the Los Angeles chapter, where I lead a team of six professionals in promoting our programs and initiatives. As a community builder with a passion for bringing people together, I enjoy engaging with fellow creatives on a local and global level. I welcome collaboration and connections with like-minded individuals, so please feel free to reach out.

Thank you for taking the time to visit my LinkedIn profile.

Experience

STAVE Technology

Creative Director

May 2023 - Present (1 month)

Los Angeles, California, United States

As Creative Director at STAVE Technology, I am responsible for the overall brand strategy and design execution for marketing communications and creative service initiatives, where we deliver customized Information Technology MSP solutions for clients in the entertainment, advertising, and education industries, offering expert technical support, software/web development, mobile device management, and network administration.

lauratu.art

Professional Graphic Designer & Artist

March 2007 - Present (16 years 3 months)

California, United States

Providing resourceful graphic design for over a decade to established medium-sized businesses in an originaive environment with a clear voice. Helping them feel self-assured, peaceful, and confident.

Emtek Products

11 years 4 months

Senior Graphic Designer in Product Marketing at ASSA ABLOY
Mechanical Residential Hardware Group

April 2022 - Present (1 year 2 months)

Irwindale, CA

As a Senior Associate, I continued to provide my expertise with marketing graphics, launch campaigns, email marketing, social media content creation, and precision designs for web and print. Last July 2022, I stepped into the role of interim coordinator for DAM (data asset management) and PIM (product image management). Contributing to the final push in the beta to the alpha launch of the company's website redesign. Today I am learning about data architecture and best practices for information management, to pave a clear and efficient path for asset retrieval and distribution to sales reps, stakeholders, and internal team members. While working toward a centralized hub for the anticipation of a future eCommerce environment, creating an accurate single source of truth and a better user experience overall for both B2B and B2C.

Graphic Designer

March 2016 - April 2022 (6 years 2 months)

Irwindale, California, USA

In-house Graphic Designer for the Marketing Department responsible for designing corporate assets & creative services across multiple outlets, such as; website, social media, email marketing, magazine ads, catalog & brochure printing, trade show exhibition graphics, and as well as internal announcements.

- Create marketing material aligned with global corporate branding guidelines.
- Complete product launch campaigns from start to finish.
- Update websites thru CMS and light HTML or PHP coding.
- Organize digital asset management and send out images to editorial and dealers by request.

- Create internal announcement campaigns and company-branded promotional items.
- Edit photos for external releases in various digital media sizes
- Work independently and closely with copywriter, photographer, and creative directors.
- Create tradeshow graphics and help with product booth setup while traveling.
- Create and maintain technical specs & installation booklets for hardware.
- Design and layout pages for catalogs, magalogs, and brochures.
- Also creating for Schaub & Company and Yale Home Products simultaneously.

Contract Graphic Designer

October 2015 - March 2016 (6 months)

City of Industry, CA

Started full-time contract work until a position opened up.

Freelance Graphic Designer

November 2012 - October 2015 (3 years)

City of Industry, CA

Continued to take projects, on an as-needed basis while completing a bachelor's degree.

Graphic Design Intern

February 2012 - October 2012 (9 months)

City of Industry, CA

Assisted with designing marketing collateral, catalog, technical specification sheets, web banners, product photography, and production photo editing for a manufacturer of specialty door and cabinet hardware products.

Schaub & Company

Senior Graphic Designer in Product Marketing at ASSA ABLOY
Mechanical Residential Hardware Group

March 2016 - Present (7 years 3 months)

Irwindale, CA

Currently employed here.

Same as Emtek Products, Inc. Help design and maintain assets & marketing collateral for Schaub & Company.

Yale Home Global

Senior Graphic Designer in Product Marketing at ASSA ABLOY
Mechanical Residential Hardware Group
January 2020 - Present (3 years 5 months)
Irwindale, California, USA

Currently employed here.

Same as Emtek Products, Inc. Help design and maintain assets & marketing collateral for Yale Expressions™ Series.

Tiny Office

Creative Director & Co-Founder
September 2019 - September 2021 (2 years 1 month)
Los Angeles, CA

Tiny Office is a research-driven visual communications team helping your business succeed in design, branding & marketing.

I use this time to practice my creative direction and leadership by employing paid design interns to navigate their career paths between their choice of full-time and freelance with real-world clients.

Flagship Agency

Graphic Design Intern
August 2014 - May 2015 (10 months)
Los Angeles, CA

722 Figueroa/ Ford & Ching ---

Flagship Agency | Kim Sing Theatre | Strong Sports Gym

Graphic Design/Event Coordinating/ Office Management/ and Social Media Marketing for a high-end fashion Brand Management & Event Venue company.

Ramp Creative

Graphic Design Intern
July 2014 - January 2015 (7 months)
DTLA Financial District - Los Angeles, CA

Worked alongside Rachel Elnar and the late Michael Stinson in an award-winning Los Angeles based design firm. Helped with mocking up website landing pages, and editing wireframe comps for interactive user interface design. Research and develop fresh idea in group work for real-world clients. Also, help with preparing documentation for TypeEd classes, a series

of typography classes and workshop for extended learning for industry professionals or beginning typography enthusiasts held at Ramp Creative.

At this internship, one key point skill I learned and cherish the most is the usage of working with uniform guides and grid in multi-page documents or sites.

Software Utilized: Indesign, Photoshop, Keynote.

California State University, Los Angeles at the University-Student Union (Graffix)

Program Marketing Graphic Designer

February 2012 - August 2014 (2 years 7 months)

Los Angeles, CA

Designer for marketing educational events and programs coordinated by the University-Student Union Programming Units at California State University, Los Angeles through print materials, apparel, digital displays and website ads. Establish and maintain an identity for the U-SU through consistent publicity campaigns and promotions.

Penpoint Graphics, Inc.

Print & Production Graphic Designer

April 2007 - August 2011 (4 years 5 months)

Pasadena, CA

At this print shop, I did a little bit of everything! From design, research, bookkeeping, admin work, customer service, content management, queue printing for large format, laser printing, to operating all machinery like vinyl and laser cutting, dealing with color processes, paper media, print production, mounting, deliveries and sometimes even installations. Whew!

Los Angeles Magazine

Art & Production Department Intern

September 2010 - December 2010 (4 months)

Mid-Wilshire in Los Angeles

Assisting Design Director Steven Banks and Art Director Lisa Lewis in daily production for monthly circulation • Photo Editing

At this internship, the most exciting thing I experience was being able to sit in on a private brainstorming meeting to discuss new issue cover concepts with Editor-in-Chief Mary Melton and Executive Editor Matthew Segal.

Bank of America

Cash Service Representative

November 2004 - December 2007 (3 years 2 months)

Greater Los Angeles Area

In this position, almost two decades ago, I gained experience in one of America's largest corporations, ranked #13 today in the Fortune 500 list. If I did not change my career to design, I definitely would have stayed at Bank of America for the rest of my working life. I am so fascinated by finance and the inner workings of the global economic market.

Plus, my ten-key speed is off the charts. It's like riding a bike and never forgetting. How many account numbers I had typed in my time there? I could not give you a solid guess!

It was a good time and a great company with a stable long-term foundation to learn from and work for.

Education

California State University-Los Angeles

Bachelor's Degree, Graphic Design & Visual Communication · (2011 - 2015)

Glendale Community College

Associate's Degree, Visual Arts with Graphic Arts Option · (2005 - 2011)