



# LAURA C .TEMPLE

## SENIOR GRAPHIC DESIGNER

Portfolio: [lauractemple.com](http://lauractemple.com)

### EDUCATION

#### **RINGLING COLLEGE OF ART + DESIGN**

Bachelor of Fine Arts Degree. 2008  
Graphic & Interactive Communications  
Sarasota, FL

#### **DASH**

(Design & Architecture Senior High)  
Acceptance-Based Magent School  
Diploma. 2004  
Visual Communications Concentration  
Miami, FL

### PROFESSIONAL SKILLS

- Packaging Design
- Mock-ups
- Graphics, Layout & Branding
- Licensed & Private Label Design
- Marketing Materials
- Large Scale Graphics
- Production Art/ Tech Packs
- Apparel Graphics
- Repeat Patterns
- Vector Renderings of POS Displays

### TECHICAL SKILLS

**Adobe Illustrator**

**Adobe Photoshop**

**Adobe InDesign**

**Adobe Bridge**

**Camera Raw**

**Adobe Premier Pro** (*basic knowledge*)

Flex PLM

Digital SLR Cameras

Dreamweaver

Asana, Jira, ClickUp

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305.510.6748

Hollywood, FL



### DESIGN EXPERIENCE

#### **IT'SUGAR • Fort Lauderdale, FL • 2020 - Present**

Senior Graphic Design Manager. 2025- Present (Full-Time, Hybrid)

Senior Graphic Designer. 2020-2025

- Partnered with Product Developers and the Creative Director to design artwork and packaging for private label and licensed products, including major brands such as Sour Patch Kids, Oreo, Hershey's, and Skittles.
- Designed large scale in-store graphics, promotional materials, price point signage and seasonal campaigns visuals for IT'SUGAR stores, ensuring brand consistency and visual impact.
- Developed comprehensive brand guidelines and best-practices documents/decks for IT'SUGAR and its assets, ensuring consistency in brand voice and aesthetics across all departments.
- Managed licensor approvals and ensured compliance with branding guidelines.
- Coordinated with suppliers to finalize production artwork and resolve pre-production issues.
- Developed static and animated digital assets for web, email, and social media to drive engagement and align with marketing initiatives.
- Photographed and edited product images for e-commerce and marketing purposes; lead photographer for in-house store campaign photoshoots.
- Provided mentorship and guidance to the Junior Designer; assumed managerial responsibilities in the absence of the Creative Director.



#### **FREELANCER (INDEPENDENT CONTRACTOR) • Hollywood, FL • 2019- Present**

Senior Graphic Designer (Project- Based, Remote)

- Designed artwork, product renderings, and production files for novelty items, apparel, bath & beauty, confections, and art supply packaging.
- Developed licensed and private label packaging designs for cosmetics, bath and beauty, and confections catering to various age groups.
- Collaborated remotely with product developers, management, and fellow designers via email, Jira, and Asana to maintain artwork quality and meet project deadlines.

#### **ALMAR SALES COMPANY • Hollywood, FL • 2017- 2019**

Senior Graphic Designer (Full-Time, Remote)

- Designed artwork, product renderings, and production files for novelty items targeting the kids and teen wholesale market.
- Developed creative and production designs for licensed and private label cosmetic products across all age groups.
- Collaborated remotely with production teams, product developers, and management to ensure high-quality outcomes and adherence to deadlines.





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### ACKNOWLEDGEMENTS

*"No matter how big or small the project, she was ready to do the job. I can honestly say I learned as much from her as I hope she learned from me."*

- **Randolph Gentile. Art Director**

*"During our busiest times, I could depend on Laura to work pro-actively to ensure all steps in the packaging cycle were completed from initial concept to final production art details. She is definitely one of the strongest artists I've worked with."*

- **Vanessa Vizcarra. Product Developer**

*"In addition to beauty, Laura possess very well rounded capabilities in other consumer product categories as well. She has a strong understanding of the US retail market, include price points and design direction, and "gets" it."*

- **David Faham. Art Director**

*"I highly recommend Laura. She consistently delivers exceptional on-brand designs, combining creativity with technical expertise, and excels in both individual projects and team collaborations. Laura is a strong mentor, providing guidance to junior designers while ensuring high-quality work is delivered on time, even under tight deadlines."*

- **Justin Clinger. AVP of Marketing**

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### DESIGN EXPERIENCE (continued)

#### GBG BEAUTY (currently Centric Beauty) • New York, NY • 2013- 2017 Senior Packaging & Graphic Designer (Full-Time, In-Office)

- Designed packaging, artwork and vector renderings for both private label and licensed brands, specializing in children's and women's cosmetics, bath, and hair accessories.
- Developed and rendered vector PDQs, wall, and floor displays for mass-market retail environments including Walmart, Five Below and Dollar General.
- Prepared and finalized production artwork and technical specifications for overseas manufacturing.
- Coordinated in-house production teams and Licensed Brands ensure artwork approvals was following to brand guidelines and timelines were met
- Conducted product photography and photo editing for websites and presentations.
- Contributed to the award-winning packaging design for Hershey Kisses Lip Balm, which achieved sales of 17,000 units in its first week.



#### ALMAR SALES COMPANY • New York, NY • 2011-2013 Packaging/ Graphic Designer (Full-Time, In-Office)

- Designed packaging and branding for in-house brands, including cosmetics, hair accessories, and dress-up products for kids, teens, and women.
- Managed multiple projects concurrently, collaborating closely with the sales team on buyer-focused and inventory-driven initiatives.
- Prepared and finalized production artwork and technical specifications for overseas manufacturing.

#### ARIELA & ASSOCIATES INTERNATIONAL • New York, NY • 2009-2011 CAD Artist & Associate Designer (Full-Time, In-Office)

- Designed repeat patterns for pre-teen, teen, and women's intimate apparel.
- Developed CAD renderings for garment visualization and presentations.
- Coordinated sample requests, sourcing fabrics and garment components (e.g., lace, elastic, straps, and closures) for in-house sample production.

#### DISNEY DESIGN GROUP • Lake Buena Vista, FL • 2008-2009 Professional Creative Intern and Freelancer (Full-Time, In-Office)

*Disney Design Group (now Disney Creative Group) oversees the design, development, and merchandising of consumer products for Walt Disney World and Disneyland theme parks.*

- Developed artwork and assets for Disney Theme Park merchandise style guides.
- Collaborated with the Product Development team to analyze and apply current trends.
- Worked closely with Senior Designers and Art Directors to ensure all designs adhered to Disney character guidelines and brand standards.