

# LAUREL ROHLF

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## SUMMARY

- Visual designer with 15 years of expertise in design, illustration and animation with a focus on educational technology
- Passionate and inventive creator of unique concepts; ability to follow through to completion of compelling and effective artwork and designs
- Exceptional interpersonal, collaborative and leadership skills; proven ability to manage a team of artists and perform in deadline-driven environments

## SKILLS AND EXPERTISE

### GRAPHIC DESIGN, UI AND UX DESIGN

- Cutting-edge visual concept creation, complete interactive UI and mobile design

### INFOGRAPHICS AND ILLUSTRATION

- Highly skilled in the field of digital and traditional art including pencil, pen and ink drawing, watercolor, acrylic and oil painting, and printmaking; able to illustrate complex content and infographics in a wide variety of styles

### 2-D ANIMATION

- Integrated movement of visuals, UI enhancement and character animation for web-based educational products, mobile devices and multimedia

### VIDEO CONVERSION

- Able to convert flash animation to video format for use on mobile devices

### APPLICATION EXPERTISE

- Adobe Creative Cloud (Adobe Flash, Photoshop, Illustrator, Media Encoder, and InDesign), Balsamiq, Microsoft Office and iWork; Articulate; expert level user of an 11" Wacom tablet

## PROFESSIONAL EXPERIENCE

### FREELANCE DESIGNER, ANIMATOR AND ILLUSTRATOR

Self employed

2014-present

*Expertise in mobile and interactive visual design, as well as illustration, design and animation*

- Proven sense of clean design aesthetic, and a natural propensity towards simplification over complication

### KEY CLIENTS

Pearson Education, Broadcom, DittyLabs, Inc., Active Living Research, The City Project, Center Stage Children's Theater, Steve Poltz, BinaryLabs, Inc.

LEAD GRAPHIC ARTIST, UX DESIGNER, ILLUSTRATOR AND ANIMATOR  
BinaryLabs, Inc. (BLI) 2001-2014

*As Lead Artist and Animator, created illustrations, animations and visual designs for educational software, toy industries, mobile apps and training applications*

- Experience managing teams of artists on large budget projects with a proven ability to meet deadlines and stay on budget
- Responsible for visual design of projects from initial concept to full-color comps, production, animation, and quality assurance
- Created original visual designs for clients that met and exceeded client expectations and goals, and that led to repeat business

#### AWARDS

- 2013 principal designer for Dexteria and Dexteria Jr., award-winning iPad apps.
- 2012-3 Editor's Choice Award for Dexteria and Dexteria Jr.
- 2007 Dr. Toy's 10 Best Creative Products Award for I Can Play Piano
- 2006 principal graphic designer of award winning game for LeapFrog, Totally Stumped! (Dr. Toy '100 Best Children's Products and Parent's Choice Gold Award)

#### KEY CLIENTS

Pearson Education, McGraw-Hill Publishing, Leapfrog, FisherPrice, Barron's, Prometric, Acuity, Cartoon Network

#### MULTIMEDIA ARTIST/ILLUSTRATOR

Compass Learning 1999-2001

*Created interactive illustrated scenes and animations for children's educational software*

- Principal artist/ animator on multiple titles designed to teach reading and language arts to middle school children
- Worked as part of a team to design cutting-edge educational interactive activities
- Assisted and trained newer illustrators

#### GALLERY MANAGER

Artists' Forum 1997-1998

*Co-management of art gallery. Financial record keeping, database inventory of artists, promotional design, customer service, and design/installation of gallery exhibitions.*

#### WHITE WATER RAFTING GUIDE AND TRIP LEADER

Colorado River and Trail Expeditions 1990 - 1999

*Guided river rafting expeditions in Utah, Arizona, and Alaska. Managed all elements of trips, including: customer care and safety, planning and logistics, training of new guides, provisioning, and equipment maintenance.*

## **EDUCATION**

2014-15: Creative Live courses: User Experience Design, Building Infographics, Graphic Design, Build a Stand-Out Business, Custom Lettering, T-Shirt Design, Get the Design Job You Want

2012: Stanford MOOC - Human Computer Interaction, completed with distinction

1998-99: Graduate-level coursework in design and animation at UCSD and CSUSM

1995: Bachelor's degree in Fine Art from University of California, Santa Cruz

1993: Syracuse University Center in Florence, Italy. Studio Art/Art History

## **FINE ART NOTABLE ACHIEVEMENT**

- original watercolor selected for 2011 *Art of the Grand Canyon* calendar

## **PERSONAL/RECREATIONAL**

- 2015-16: volunteer art teacher at McKinley Elementary

- 2001 to present: active member of Kai Elua Outrigger Canoe Club

- 2006 to present: member of the san diego zoo and the nature conservancy

- 2006 to present: volunteer for Switzer Canyon native plant restoration group