

Lara Visconti

ABOUT ME

Hi, I'm Lara, a New York City based visual designer who has a passion for design, storytelling, and all things fun! I've been working in the beauty industry delivering creative solutions across brand identity, packaging, digital and print media, merchandising, and more.

CONTACT

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laravisconti.com

EDUCATION

Bachelor of Fine Arts
School of Visual Arts, NY

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
3D Design/Blender
Creative Direction/Strategy
Print Design/Illustration
Typography
Branding/ Corporate Identity
Visual Merchandising
Retouching
Team Management

EXPERIENCE

Design Director | Jul 2016 - Present

NEST New York

- Lead and mentor a team of designers and collaborate closely with the Creative Director and Founder
- Concept and design packaging with 2D/3D renderings and mock ups
- Manage and oversee the design, layout and production of artwork
- Collaborate and direct artists for asset/packaging needs
- Ensure uniformity of branding across multiple deliverables including photography, brand codes, and iconography
- Attend press checks and communicate with vendors
- Assist with photography and retouching
- Create graphics for visual merchandising
- Work across departments to produce visual artwork and layout designs to support marketing objectives

Graphic Designer | Jul 2014 - Jul 2016

BECCA Cosmetics

- Collaborated with creative director on brand identity
- Concepted and designed packaging, some of which became the top-selling SKUs in Sephora in 2016
- Assisted with styling for brand-consistent photography/video shoots
- Created graphics for visual merchandising
- Shot and retouched social media photos
- Developed digital assets for marketing campaigns

Freelance Designer | May 2012 - Present

- Collaborate with small business owners in creating collateral
- Created print ready files for an array of purposes
- Created and edited photos for digital product pages