



LAURA VAN LEEUWEN

GRAPHIC DESIGNER

LAURA@THELVL.CO
THELVL.CO
203.964.7120

EXPERIENCE

Gensler, New York, NY

Graphic Designer

2019-present

- Partner with senior leadership at a global architecture and design firm of 6,000 to develop creative solutions for leave-behinds, presentations, proposals, and event collateral
- Translate complex ideas, visions, and strategies into clear, concise graphics and diagrams
- Push creative boundaries and evolve Gensler's visual language while respecting established brand guidelines
- Collaborate with the 30-person regional marketing, communications, and public relations teams for graphic design needs, training, and questions
- Craft and maintain graphic resources and templates that strengthen the team's deliverables and aid in winning millions of dollars in new business
- Create presentations for quarterly town hall events with an audience of over 600

Spire Creative, New York, NY

Graphic Designer

2017-2019

- Created tailored offering memoranda and marketing collateral for the commercial real estate industry for clients including CBRE, Cushman & Wakefield, JLL, Newmark, and Mill Creek Residential
- Liaised with clients to advance projects from concept to production to delivery
- Managed recruitment, social media accounts, and moonlighted as the interior designer for the company's new office

Streetsense, Bethesda, MD

2010-2017

Lead Graphic Designer, Internal Marketing

2016-2017

- Designed presentations, pitch decks, and proposals for business development
- Conceptualized internal communications including event invitations, announcements, and flyers
- Continued supporting the Retail Strategy team and their marketing design needs

Graphic Designer, Retail Strategy

2011-2016

- Developed and executed collateral for retail brokerage marketing, including flyers, maps/aerials, infographics, logos, tenant concept packages, tour books, e-mail marketing campaigns, and environmental graphics
- Worked closely with brokers to understand their strategic real estate goals, maintained current knowledge of Washington, DC metro area market conditions, and delivered effective materials that expedited property occupancy
- Ran and analyzed demographic reports in ESRI to provide prospective tenants with specific location data
- Adhered to in-house and external client style guidelines and brand standards
- Worked with third party printers to ensure product quality and deadline fulfillment
- Maintained brokerage landlord and tenant listings on Streetsense website via WordPress

Graphic Design Intern

2010-2011

EDUCATION

American University

Washington, DC

2011

Bachelor of Arts, Graphic Design

SOFTWARE

Adobe CC

InDesign
Illustrator
Photoshop
Bridge
Acrobat
Dreamweaver
Premiere Pro
After Effects
Animate

Miro

MailChimp

iContact

WordPress

Figma

FigJam
Slides

INTERESTS

Typography

Logo design

Underwater photography

Vintage maps

Icon sets

Wayfinding signage

AFFILIATIONS

AIGA

PADI Advanced Open Water Diver

Volunteer, Food Bank for NYC