



# LAURA VAN LEEUWEN

VISUAL SYSTEMS, COMMUNICATIONS & STORYTELLING

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, motion graphics, and event collateral – translating complex strategies into clear visual narratives from concept through completion
- Spearhead the evolution of Gensler's visual language, developing new design systems adopted across the marketing team
- Act as design resource and informal mentor for a 30-person regional marketing, communications, and public relations team
- Craft and maintain a graphic resource and template library that directly supports new business development, contributing to millions of dollars in awarded work
- Lead visual communication efforts for special projects, such as client-facing industry events, and quarterly town hall meetings with an audience of over 600
- Produce videos, motion graphics, and AI-generated visual content to elevate storytelling across multimedia presentations and events

### **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 contributed to office redesign and space planning for office relocation

### **Streetsense**, Bethesda, MD

*Lead Graphic Designer, Internal Marketing*

2016-2017

*Graphic Designer, Retail Strategy*

2011-2016

- Led internal communications design including presentations, pitch decks, event collateral, and announcements for a multidisciplinary firm
- Designed comprehensive marketing collateral for retail brokerage, including flyers, infographics, logos, tour books, e-mail marketing campaigns, and environmental graphics, supporting brokers across the Washington, DC metro area
- Partnered with brokers to translate real estate strategy into effective visual materials, running ESRI demographic reports to deliver location-specific data to prospective tenants
- Maintained brand standards across in-house and client work
- Managed third-party print production and WordPress site updates

## EDUCATION

### **American University**

Washington, DC

2011

*Bachelor of Arts, Graphic Design*

## SOFTWARE

Design

InDesign  
Illustrator  
Photoshop  
Acrobat

Motion

Premiere Pro  
After Effects

Collaboration

Miro  
FigJam

Digital Publishing

MailChimp  
WordPress  
Webflow

AI

Wan  
Kling  
Seedance  
Flux  
Nano Banana

## AFFILIATIONS

AIGA

PADI Advanced Open Water Diver

Volunteer, Food Bank for NYC