

DESTINY LAURICE WASHINGTON

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EDUCATION

SHILLINGTON SCHOOL

Certificate in Graphic Design

Diversity in Design Scholarship Board Member

FULL SAIL UNIVERSITY

B.S. Graphic Design

Full Sail Means Business Scholarship Awardee

INTERSHIPS

D&AD SHIFT W/ GOOGLE

Art Direction

AIGA PHILADELPHIA

Design Mentee

J. WALTER THOMPSON

Jump/Start - Art Direction

EXPERIENCE

ART DIRECTOR, TV / PRINT + DIGITAL

TBWA\CHIAT DAY, 2023 - NOW

Conceive and craft creative concepts for diverse print and digital advertising campaigns, collaborating closely with copywriters and other creatives to ensure effective execution.

Clients - Nissan, Hilton, TBWA\ (New York + WorldWide), Travelers, Spotify, Adidas, DIAGEO Guinness

Key achievement: Successfully won the pitch for the mental wellness campaign with the platform, *Stay Anchored*, fostering mindfulness within the agency culture.

GRAPHIC DESIGNER, SOCIAL MEDIA

BARTOL FOUNDATION, 2019 - 2023

Collaborated with the Executive Director to successfully develop brand strategy and social media campaigns. Led the art direction for all content.

Key achievement: Leveraged research and empathy to develop a rebranding strategy that is both accessible and approachable. Advanced from Associate to Director level within three years, earning three raises over four years.

KEY SKILLS + PROGRAMS

- Adobe Creative Suite
- Design Thinking
- Concept + Ideation
- Event Coordination

PROFESSIONAL AWARDS

GREATER PHILADELPHIA CULTURAL ALLIANCE

Creative Entrepreneur Accelerator Grantee

BUSINESS + FREELANCE

LAURICE CREATIVE, FOUNDER

Creative Agency + Studio (Freelance)

Est. 2019

GRAPHIC DESIGNER, SOCIAL MEDIA

LEEWAY FOUNDATION, 2021 - 2023

Conceptualized and designed marketing assets that align with the brand's existing image and message.

Key achievement: Ensured consistent and thoughtful communications with meticulous attention to detail, focusing on the target audience's needs. Collaborated with the Executive Director and Marketing Director.

ART DIRECTOR, MARKETING

CULTURE HUSTLERS, 2019 - 2021

Utilized sharp attention to detail and a research-based approach to build the brand's online presence and marketing channels, ensuring cohesive, seamless execution.

Key achievement: Developed an evergreen brand strategy, visual identity, and social media plan, incorporating project management and design systems focused on enhancing the customer experience which is still in use today. Led Art Direction in collaboration with the Founder.