

# DESTINY LAURICE WASHINGTON

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## APPRENTICESHIPS

### D&AD SHIFT W/ GOOGLE

**Art Direction**  
Class of 2023

### AIGA PHILADELPHIA

**Design Mentee**  
Class of 2017

### J. WALTER THOMPSON

**Jump/Start - Art Direction**  
Internship 2017

### SHILLINGTON SCHOOL

**Certificate in Graphic Design**  
Class of 2016  
**Diversity in Design Scholarship Board Member**  
2022

## EXPERIENCE

### ART DIRECTOR

#### TBWA\CHIAT DAY, NOW

Art Direction creative residency overseeing and producing the visual and creative elements for clients including - *Nissan, LG, Hilton, TBWA\NY, TBWA\WorldWide.*

**Key achievement:** Fostered in mental health, wellness and DEI to the agency through the Stay Anchored platform.

### SOCIAL MEDIA DESIGNER

#### BARTOL FOUNDATION, 2019 - 2023

Successfully developed social media design, collaborating with the Executive Director. Oversaw art direction of all content.

**Key achievement:** We utilized research and empathy to create re-branding that was accessible and approachable for all.

## KEY SKILLS + PROGRAMS

Programs - Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premier, Figma, Sketch, Keynote, Canva, Procreate

Skills - Design Thinking, Grit, Production, Photography, Presentation Skills, Freelancing, Communications

## AWARDS

### GREATER PHILADELPHIA CULTURAL ALLIANCE

**Creative Entrepreneur Accelerator Grantee**  
2022

## ACHIEVEMENTS

### LAURICE CREATIVE, FOUNDER

**Creative Agency + Studio (Freelance)**  
50+ clients served

### SOCIAL MEDIA DESIGNER

#### LEEWAY FOUNDATION, 2021 - 2023

Conceptualizing and designing marketing assets that align with the brand image and message.

**Key achievement:** With attention to detail and a focus on The target audience's needs, communications were overseen with consistency and thought.

### ART DIRECTOR - MARKETING

#### CULTURE HUSTLERS, 2019 - 2021

Using sharp attention to detail and deep research-based approach, built the brand's online presence and marketing channels ensuring cohesive and seamless execution.

**Key achievement:** Crafted evergreen brand strategy, visual identity and social media plan with project management and design systems that focused heavily on the experiences of the customer base.