



statement.

If 'hands are the tools of yesterday's trade', then the mind's eye is the tool of today. The power of thought and the process of creating are the foundation of my design philosophy. The goal of my aesthetic approach is to be clever, to be relevant, and to maintain my sense of humor.

education.

University of Massachusetts, Amherst
Sociology/Anthropology, 2007

Savannah College of Art & Design (SCAD)
B.F.A. Graphic Design, 2010

honor + achievements.

Cyprus International Film & Motion Graphics Festival;
Screening: WTGS Re-brand & Second Harvest PSA
March 22-24, 2013.

Elected member of the "Circle of Excellence"
committee, Lin Media/WJCL-abc, 2012-2013.

GILT.com, Instyle Magazine. Winks by Georgie series,
2012.

Opening Soon Exhibit, Benetton 2010.

2010 SCAD Secession

13th Annual Telfair Museum Art Show, juried exhibition
(mixed media), 2007.

Combined Merit Scholarship, SCAD; 2007.

skills.

Print, Motion Graphics/Animation, Television, Web
Mobile, & Interactive Design
Branding, Identity, Packaging, & Information Graphics
Photography, Fine Art, Illustration, Musical Composition,
Audio editing, & Copy writing.

technical.

Adobe CS5 [*Photoshop, Illustrator, Indesign, After
Effects, Audition*]; Final Cut Pro, Chyron LEX Duet, Lyric
Pro 8.0, ENPS (LUCI), ENPS STATS, Microsoft Office
2010, Windows, & Mac OS.

volunteer.

Public Service Announcement Series (PSAs) for Hunger:
Second Harvest of Coastal Georgia,

Feed it Forward 2012; Televised Food-Drive

Design Team Member, "Greening the Southeast"
So Green Conference for sustainable business.

contact.

n. Laura Ferris Norman
e. Laura@FerrisNorman.com
p. 865.335.2244

experience.

Graphics Director

WJCL-abc & WTGS-FOX, Savannah

Jason Usry, Marketing Director
2011-Present

As Graphics Director of WJCL-abc & WTGS-FOX, I manage the daily and long-term graphics needs of both stations. I have experience managing teams, live events, and large-scale projects follow through from start to finish. The WTGS station was re-branded in May 2012 under my art direction and was my first comprehensive television brand and motion graphics package.

Graphic Designer & Motion Graphics; Freelance

"Eat it & Like it" TV Series, Comcast Channel 8

Jesse Blanco, Emmy-nominated Host/Chef
2012-2013

As a self-taught motion graphics artist, adding "Eat it & Like it" to my client list was validating and has given me the experience of working in a different genre of television.

Graphic Designer/Contract Team Member

"Opening Soon" Exhibit, United Colors of Benetton

Carlo Turnoli, VP U.C. Benetton-USA
2010

Working in a multi-disciplined team of architects, industrial designers, and retail developers, we created an innovative, all-encompassing concept for the future of the consumer experience. My experience working for the United Colors of Benetton's "Opening Soon" project expanded my knowledge and understanding of service, environmental, and retail design.

Identity & Packaging Designer, Independent Contractor

Winks by Georgie (Georgie Beauty), New York, NY

Megan Allen & Abbey Watt, Georgie Beauty Cofounders
2008-2011

'Winks by Georgie' is a luxury beauty brand & packaging series that I designed for Georgie Beauty Cofounders, Megan Allen and Abbey Watt. My work for Georgie includes identity design, product and refill packaging, website design, repeat pattern creation, information inserts and brochures, and in-store product displays. The Winks by Georgie packaging series has been featured in GILT and InStyle Magazine, and is carried by Nordstroms, BirchBox, Neiman-Marcus, and other luxury retailers.



demo reel.

scan and watch my motion graphics reel.
<http://vimeo.com/user9817382/demoreel>

design portfolio.

www.ferrisnorman.com