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lauradenlinger.com  
2079 Central Street, Ferndale, MI

# LAURA DENLINGER

## EDUCATION

**University of Cincinnati** Cincinnati, Ohio. 2006-2011  
College of Design, Architecture, Art and Planning/ DAAP  
BS Graphic Design, Class of 2011  
GPA 3.8/4.0, Dean's List each quarter attended

**Herbert Henry Dow High School** Midland, Michigan  
2002-2006

## VOLUNTEER EXPERIENCE

### Detroit, Michigan

Read to a Child Program in Boston Edison neighborhood, aided in redesign of Loving Academy's Library, volunteer at the CDC Christmas store, volunteer design and content for Crossroads Cafe (youth-run and focused community cafe in Dorchester, MA)

## WORK EXPERIENCE

**Amber Engine** Director, Brand Strategy/ Detroit, Michigan  
January 2015- January 2018. Full time position

- Creation and implementation of user research and design process used daily by our creative and development team
- Led creative direction and development of brand between all departments, internally and externally
- Managed external PR and marketing resources
- Project management of marketing campaigns and events
- Collaboration with sales & customer service team on improving customer journey and life-cycle
- Part of the leadership team involved in making day-to-day and quarterly strategic business decisions (EOS business model)
- Initiated & led many company culture initiatives including core value creation and new hire orientation

**Doodle Home** Creative Director/ Detroit, Michigan  
January 2013- January 2015. Full time position

- Led all print & digital design projects acting as Creative Director & Lead Designer
- Mentor junior designer on digital/ print design skills & theory
- Present brand internally and externally
- Led branding efforts of Doodle Home & Doodle Assist products
- Hired as Graphic/Marketing Designer and was promoted to Creative Director & Lead Designer

**Fidelity Investments** UXD Visual Designer/ Boston, Massachusetts  
June 2011- December 2012. Full time position

- Visual designer for web and mobile applications
- Worked in collaboration with information architects, developers, project managers & executives with ease
- Winner of UXD Award for Collaboration
- Active participant in developing UXD Team Process
- Mentor and main point of contact for 8 interns in our UXD team

## TRAITS & VALUES

- Type-A creative, organized and detail oriented
- Cares deeply about creating healthy company cultures
- Invested in work and the people/companies involved
- Believes that process is essential to design more efficiently
- Finds much value in a user-centric design mindset
- Thinks consistency of brand is a key component to a successful brand
- Believes that flexibility and being open to evolution is necessary

## RELEVANT SKILLS

Adobe CC Suite, InVision, Asana, JIRA, Trello, Agile Methodology, EOS business/leadership framework, working knowledge with design research methods

## INTERESTS

Photography, travel, cooking, letterpress, crossfit, company culture, customer experience, coffee, and my dog Ula

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## REFERENCES

MICHAEL KUMM

Chief Operating Officer  
[michael@mkumm.com](mailto:michael@mkumm.com)  
313.212.4231

"I have had the pleasure of working with Laura for over 5 years, often referring to her as our company's secret weapon. You can see from her portfolio that she is a top designer with exceptional mastery of color. What may be less apparent is her understanding of brand's impact both externally and internally to an organization. In short, the best designer and brand manager I have worked with.

Laura is genuine and caring to the core creating a positive influence with everyone around her and consistently performing as one of our top leaders."

MELANIE RYAN

Product Designer  
[mmarino1432@gmail.com](mailto:mmarino1432@gmail.com)  
313-506-0695

"Laura is an extraordinarily talented designer and a great friend. She is flexible in her role — comfortable wearing many hats and adapting well to consistently changing environments. Her ability to effectively give both positive and constructive feedback, combined with her love of helping others makes her a great teacher and mentor. Laura's talent, kind spirit and approachable personality would be a valuable addition to any team!"

KATE GRAMBAU

Director of Product Management  
[katherine.grambau@gmail.com](mailto:katherine.grambau@gmail.com)  
616-836-1842

"Laura and I worked closely together for more than three years at Amber Engine while she was the Brand Director and I was the Director of Product Management. We collaborated on dozens of feature releases from conception through release. We also worked closing together on marketing projects while I filled in as a project manager for that team. With Laura's leadership, tenacity, and attention to detail, she consistently delivered projects on time and exceeded expectations."