
L A U R A F O R M I S A N O

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EXPERIENCE

Good Housekeeping

Hearst Corporation
May 2019-Present

DEPUTY ART DIRECTOR (2021-Present)

Conceptualize and art direct photoshoots and video shoots for all sections of Good Housekeeping magazine and GoodHousekeeping.com. Design and conceptualize packages for print and digital. Work with photographers, stylists, video editors, and illustrators to direct creative vision. Creative direction and design of special issues and bookazines. Assign and review work with Art Assistant. Review proofs and color for pre and post production.

ASSOCIATE ART DIRECTOR (2019-2021)

On set art direction and design for all sections of Good Housekeeping magazine. Design and conceptualize packages for digital. Design digital indexes for GH Institute testing reviews and roundups. Social media design. Design event collateral for the Good Housekeeping Institute special projects and summits. Review proofs and color pre and post production.

Darcy Miller Designs

October 2018-April 2019

ART DIRECTOR

Developed and designed content, crafts, and ideas for Darcy Miller Designs. Art directed photoshoots for exclusive product line at Bloomingdale's. Designed packaging and patterns for exclusive product. Brainstormed with team to develop new partnerships and projects. Designed presentations and collateral for events.

Health Magazine

Meredith Corporation
June 2018-October 2018

DESIGNER

Designed and art directed layouts for food features, FOB and BOB stories. Worked on re-design of the magazine, including pulling swipe for fresh photo direction, typography, and grids. Reviewed proofs and color for print production.

Martha Stewart Weddings and Martha Stewart Living Magazines

Meredith Corporation
March 2016-June 2018

DESIGNER (March 2017-June 2018)

Art directed photoshoots and designed layouts for features, FOB and BOB stories. Developed, conceptualized, pitched, and shot stories. Collaborated with stylists, photographers, editors, and producers to create features. Art directed and developed real wedding features. Designed stationery and other paper goods for shoots. Illustrated icons and maps as needed. Reviewed color proofs for print production. Reviewed work of art assistant and interns before layout reviews.

ART ASSISTANT (March 2016-June 2017)

Art directed photoshoots and designed layouts for FOB and BOB stories in both MSL and MSW. Commissioned illustrations for Living. Assisted the Design Directors of both titles with administrative and creative tasks. Maintained layout walls and books.

EDUCATION SKILLS

Marist College December 2015

Bachelor of Science
Digital Media & Studio Art
Minor in Art History

Adobe Creative Suite, digital CMS, Microsoft Office, Woodwing,
illustration, digital illustration, oil painting

REFERENCES

Available upon request.