

Laura Peres

Senior Designer

lauraperes.com
lau.peres@gmail.com
(305) 904-2379

Senior designer with 10+ years of experience creating visual systems for global organizations. Currently creative directing for independent clients and teaching graduate design at Pratt Institute. Expert in brand identity, accessibility implementation, and design systems.

Skills

Design

Brand identity | Visual systems | UI/UX | Information architecture | Typography | Print & digital design | Accessibility (WCAG AA)

Leadership

Creative direction | Project management | Stakeholder collaboration | Vendor management | Team mentorship | Workshop facilitation

Tools

Figma | Sketch | Adobe Creative Suite | After Effects | Premiere

Languages

Fluent in English, Portuguese, and Spanish

Education

PRATT INSTITUTE
NEW YORK CITY, NY 2016–2018

MFA Communications Design

→ Excellence in Academic Achievement
and Pratt Circle Award

CLARK UNIVERSITY
WORCESTER, MA 2008–2012

BA Psychology

Experience

FREELANCE
BROOKLYN, NY JULY 2024–PRESENT

Creative Director

Leading creative strategy and design execution from research through implementation.

- Direct complete rebrands including custom data visualization systems, visual identity development, and comprehensive brand guidelines
- Lead discovery workshops and user research to align organizational goals with design solutions and inform information architecture decisions
- Design and implement accessible digital experiences including responsive websites and design systems meeting WCAG AA standards

PRATT INSTITUTE
BROOKLYN, NY SEP 2023–PRESENT

Visiting Professor

Teaching graduate courses in Visual Language, Transformation Design, and Design Ethics.

- Develop curriculum integrating accessibility standards, inclusive design practices, and human-centered research methodologies
- Mentor students through complex design projects using ethnographic research, co-design methods, and participatory approaches

OPEN SOCIETY FOUNDATIONS
NEW YORK, NY APR 2019–JULY 2024

Senior Designer Feb 2022–July 2024

Led brand design and visual communications as sole designer for world's largest private human rights funder across 30+ international offices.

- Designed and implemented visual identity system serving 1,000+ staff across global network while enabling regional flexibility
- Established accessibility standards achieving WCAG AA compliance with guidelines, templates, and training materials
- Built scalable template infrastructure enabling staff to create on-brand materials independently
- Designed rapid-response multilingual campaigns deployed across 30+ countries with 48–72 hour turnarounds

Previous title: Designer Apr 2019–Feb 2022

Experience (cont.)

FREELANCE JUN 2018–NOV 2019
NEW YORK, NY

Visual & UX Designer

Designed websites, publications, and apps for Leadership Conference on Civil and Human Rights, Rock the Vote, and Care.

PRATT INSTITUTE JAN 2017–MAY 2018
NEW YORK CITY, NY

Research Assistant

Developed proposal for a resource hub for AIGA's Citizen Designer Now! Initiative. Established a research and implementation framework for Pratt Free School Initiative.

SPIRITED AWARDS JUN–JUL 2017
NEW YORK CITY, NY

Lead Visual Designer

Led complete visual identity and collateral design for 11th Annual Spirited Awards.

RIOGALEÃO INTERNATIONAL AIRPORT MAR 2014–AUG 2016
RIO DE JANEIRO, BR

Graphic Designer

Led RIOgaleão rebranding rollout and designed large-scale event materials for terminal openings and performances.

ODEBRECHT CONSTRUCTION JUNE 2012–MAR 2014
MIAMI, FL / RIO DE JANEIRO, BR

Graphic Designer

Designed internal communications and institutional materials.

Professional Engagements

AIGA JUN 2018
NEW YORK, NY SPEAKER

Fresh Grad Talks

AIGA MAY 2018
NEW YORK, NY JUDGE

Building Community Power

KOLDING DESIGN SCHOOL FEB 2018
KOLDING, DE SPEAKER

Play the Design Way Conference

Courses Taught

Visual Language A

Guided first-year graduate students through exploration of visual communication strategies. Projects examined abstraction, visual narrative, and 3D/4D representation.

Transformation Design A & B

Led studio courses structured around ethnographic research, cultural probes, and collaborative design responses. Facilitated workshops on research ethics, synthesis methods, and participatory design approaches for complex systems challenges.

Design Ethics and Practice

Designed and taught course examining the relational aspects of design practice and ethical responsibilities of designers. Developed curriculum focused on human-centered design principles with emphasis on sustainability, inclusivity, and participatory methods.

Thesis Production and Exhibition

Mentored students through preparation for the Pratt Design Show. Guided students through exhibition planning, curation of completed thesis work, and professional presentation for industry night.