

Laura Barker

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SUMMARY

Creative leader with 17+ years of experience driving impact across product design, brand strategy, and revenue-generating creative services. Building high-performing teams, scalable systems, and UX solutions that blend AI automation with strong creative thinking. Known for pushing boundaries, refining workflows, and aligning cross-functional teams to deliver smarter, faster, and more user-focused results.

EXPERIENCE

Sojern

Director, Product Design & Creative Services

JANUARY 2025 – PRESENT

- Launched the company's first-ever product design team and Figma design system, improving platform consistency and scalability
- Led creative innovation for digital ads, including AI-powered email tools and dynamic creative optimization (DCO)
- Partnered with Product, Engineering, and C-Suite to shape UX and creative offerings across Sojern's SaaS platform
- Delivered \$188K in Google Cloud funding to build automated design tools and scale content production
- Oversaw global ad and email creative production, improving performance and driving revenue growth

Creative Director

JULY 2024 - DECEMBER 2024

- Directed global creative strategy and operations across brand, email, and performance marketing
- Developed paid creative services model, identifying a \$1-5M revenue opportunity
- Integrated custom AI tools into creative workflows, increasing speed and reducing production costs
- Recognized as a 2024 Webflow Community MVP Finalist for industry leadership and innovation

Senior Art Director

JULY 2021 - JULY 2024

- Led Sojern's 15-year brand refresh, website migration to Webflow, and multi-language site localization
- Scaled ad and email creative services globally; introduced automation for creative refreshes and A/B testing
- Launched mentorship and employee advocacy programs, improving culture and visibility

SKILLS

Leadership & Strategy: Creative direction, team building, cross-functional alignment, stakeholder management

Design & UX: UX/UI design, brand systems, design systems, prototyping, accessibility

Tools: Jira, Asana, Webflow, Figma, Salesforce, Google Suite, Mailchimp, Adobe CC

Creative Ops: A/B testing, AI-assisted design, process automation, performance analysis

Marketing Channels: Display ads, email marketing, social

AWARDS & RECOGNITION

2025 Midlands Business Journal 40 Under 40 nominee

Asana Ambassador

Advisory Board Member, Creatopy

Webflow Community MVP Finalist (2024)

Marketing MVP Award, Sojern (2021)

Sterling Award Winner, AMA (2021)

Sojern Star Award (2020)

Rookie of the Quarter, Sojern (2019)

Art Director

OCTOBER 2018 - JUNE 2021

- Streamlined ad production workflows, reducing creative build time from 18 to 2 minutes
- Championed shift to HTML5 ads, increasing conversion rates by 4,000% for some clients
- Built and managed a global team of designers; introduced career development paths and SOPs

QC Supply

Graphic Designer & Digital Marketing Specialist

DECEMBER 2017 - OCTOBER 2018

- Developed omnichannel digital marketing campaigns and social strategy, increasing engagement by 470%
- Created a co-op marketing program that grew revenue 782% YoY

XOTIC PC

Chief Marketing Officer

JUNE 2016 - SEPTEMBER 2017

- Directed branding, web, SEO/SEM, and advertising strategies
- Reduced Amazon ad costs by 75% while increasing impressions by 4,186%
- Improved website engagement and revamped remarketing strategy

Additional Experience:

Graphic Designer & Marketing Coordinator – Quin Global • Web Designer – Baxter Auto • Digital Marketing Director – NRG Media • Graphic Designer – Foundation Supportworks • Graphic Designer – Ivie • Graphic Designer – Speedway Motors • Graphic Designer – Shore Publishing

EDUCATION

Creative Center, Omaha, NE — *Bachelor of Fine Arts*

Barry Award, Quin Global (2016)

Instructor's Award, Creative Center (2005)

CERTIFICATIONS

Fundamentals of Digital Marketing (Google, 2025)

Workflow Specialist (Asana, 2024)

Sprout Social Platform (2023)

Figma Academy (2022)

Certified Scrum Master (Scrum Alliance, 2022)

Situational Leadership (2021)

HTML Coding Certification (2021)

Certified Digital Marketing Associate – UX & Web Design Focus (2021)

Edge Academy: Marketing Foundations (2021)

Twitter Flight School (2018)

Bing Ads Accredited (2017)