

# Laura Barker

Portfolio: [www.shoutoutdesigns.com](http://www.shoutoutdesigns.com) Password: hirelaura

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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, Microsoft, Mailchimp, Adobe CC, WordPress, Sprout Social, Buffer

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

**Marketing Channels:** Email marketing, SEO, paid ads, social media, content marketing, video

## AWARDS & RECOGNITION

Midlands Business Journal 40 Under 40 Nominee (2025)

Asana Ambassador (Asana, 2023–Present)

Advisory Board Member (The Brief, 2024–Present)

Advisory Board Member (Webflow, 2024–Present)

Webflow Community MVP Finalist (Webflow, 2024)

Marketing MVP Award (Sojern, 2021)

## 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*

Sterling Award Winner (American Marketing Association, 2021)

Sojern Star Award (Sojern, 2020)

Rookie of the Quarter, Sojern (2019)

Barry Award (Quin Global, 2016)

Instructor's Award (Creative Center, 2005)

## CERTIFICATIONS

Google Analytics Certification (Google, 2025)

Google Ads Creative Certification (Google, 2025)

Fundamentals of Digital Marketing (Google, 2025)

Asana Foundations Skill Badge (Asana, 2025)

Workflow Specialist (Asana, 2024)

Sprout Social Platform Certification (Sprout Social, Inc., 2023)

Figma Certification (Figma Academy, 2022)

Certified Scrum Master (Scrum Alliance, 2022)

Situational Leadership (The Center for Leadership Studies, 2021)

HTML Coding Certification (W3Schools.com, 2021)

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

Edge Academy: Marketing Foundations (The Trade Desk, 2021)