

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, 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

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)

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

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)

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*