

Laura Swiatkowski

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Creative Director

Curious and strategic creative director with 15+ years of experience leading happy, cross-functional teams to create culturally relevant campaigns and branding for global brands. Proven ability to translate complex insights into compelling strategies and campaigns that elevate the creative, drive performance, and inspire excellence. Always fostering a positive, collaborative environment and mentoring talent to push creative boundaries.

Skills

Creative Leadership | Client Relationships | Strategic Thinking | Concepts | Storytelling | Presentations | Mentorship | Problem Solving | AI Integration | Cross-channel Campaigns | Trendspotting | Video | Photo | Digital | Print | Social

Technical Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Firefly) | Sketch | Figma | MidJourney | ChaptGPT | DALL-E | Google Workspace | Microsoft Office | Basecamp | Wrike | Concur | Workday | Notion | Slack

Professional Experience

Lapin AI, Los Angeles, CA | March 2024–Present

Creative Advisor

- Partnering with C-suite executives to strategically launch and integrate AI across all creative touchpoints, ensuring a seamless user experience.
- Developed innovative solutions leveraging AI capabilities to elevate brand storytelling and campaign performance.

Yahoo, Los Angeles, CA | November 2016–November 2023

Creative Director

- Led a cross-functional team of designers, copywriters, motion and social to develop and execute award-winning campaigns and elevated concepts for Yahoo Mail, Finance, News, HuffPost, MAKERS, and TechCrunch. Recently achieving a +17% ROI and +3.7% brand awareness lift for Yahoo Mail.
- Partnered with strategists and brand managers to define briefs for scalable programs and brand identities, ensuring consistent brand storytelling, alignment with strategy and measurable results.
- Drove the vision with executive stakeholders for the launch of Yahoo AI and Yahoo brand guidelines.
- Hired, inspired and mentored the first Los Angeles creative team. Championed a culture of innovation and pushing creative boundaries with the designers, writers and producers.
- Increased brand consistency +5–10% every year on the brand compliance team.

Upshot Agency, Chicago, IL

Associate Creative Director | March 2013–August 2016

- Repositioned Starbucks' Evolution Fresh juice with the creative development and execution of integrated campaigns and partnerships, achieving a 6-point increase in brand awareness.
- Rebranded Starbucks' Tazo tea, including a website redesign with a sticky digital experience and +13% increase in customer engagement and purchase intention. Managed art, copy, motion and developers..

- Opened the agency's first social media department, generating a new revenue stream and future growth.
- Developed breakthrough consumer insights for Proctor & Gamble that led to increased market share at key retailers in-store and online (e.g. Walmart and Walgreens).

Upshot Agency, Senior Art Director | November 2010–March 2013

- Developed scalable concepts for in-store and experiential channels that united Kraft brands under an omnichannel Brad Paisley partnership and tour activation.
- Led and won new business pitches, balancing retailer goals with trending and seasonal product stories for Johnson & Johnson and Proctor & Gamble.
- Reduced budget and expedited timelines for photoshoots and video to accommodate spending cutbacks.

Upshot Agency, Art Director | July 2007–November 2010

- Designed and executed seasonal campaigns, promotions, photoshoots and partnership activations with the NFL and MLB for Corona and Miller Lite, and retail displays for FinishLine, balancing a fast-paced environment and industry trends.
- Integrated insights and consumer trends into concepts, then executed accurate, detailed output on all digital and print specs.

Education

Bachelor of Arts in Graphic Design | DePaul University, Chicago, IL

- Earned degree in 3 years, showing exceptional work ethic and passion for learning.
- Editor and contributor of the DePaul Art Journal.

Leading Complex Projects Certification | IDEO U

- Advanced instruction to establish team alignment, clarify the problem and gain buy-in from the team and key stakeholders to motivate all team members to deliver stronger outcomes.

Awards & Honors

Platinum - Video or Pre-Roll | Hermes Creative Awards | 2023

Bronze - Internet Commercial | American Advertising Awards | 2023

Audience Honor | The Shorty Awards | 2023

Creative Service Team of the Year | Titan Women in Business Awards | 2023

Silver - Diversity, Equity, & Inclusion | Anthem Awards | 2022

Platinum - Business to Consumer Website | Hermes Creative Awards | 2017

Gold - Integrated Marketing Campaign | Hermes Creative Awards | 2017

Gold - Integrated Marketing | MarCom Awards | 2017

Volunteer Work

Committee member | Bucktown Arts Fest, Chicago, IL

- Coordination, festival planning, video direction and production, and design services.

Mentor | The Boyd Initiative, Los Angeles, CA

- Coaching young black professionals in advertising and media, championing inclusion and belonging.

Founder | The Giving Tree, Chicago, IL

- Created an “adopt-a-kid” partnership with the Boys and Girls Clubs of Chicago.
- Coordinated the recipients and donors each year, fulfilling 100+ individually tailored children’s gift lists.