

# Laura Packer

*Visual Design + Motion*

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## Education

Bachelor of Creative Industries  
(Communication Design Major/Animation Minor)

With Distinction

Final GPA 6.083

Queensland University of Technology (2008-2010)

## Experience

### *VIDEO PRODUCTION / MOTION GRAPHICS*

#### **Freelance / Contract, 2010-2013**

Corporate videos, TVCs, digital screen ads and video art. Directly with clients and for Lumë, Laundry Group, Stewart & Wall Entertainment and Twice Shy.

Pre-production and Production:

- concept development and implementation
- budgeting, scheduling
- storyboards, animatics
- client liaison
- project management
- DOP
- audio
- TVC, doco, interview, wedding, music video film shoot experience

Post-Production:

- editing
- VFX
- motion graphics
- matte painting, rotoscoping
- 3D compositing
- 2.5D animation
- kinetic typography
- image morphing
- particle effects

*Key brands:*

Brisbane Marketing, Boral, Brisbane Powerhouse, Australian Tourism Data Warehouse, The Wintergarden, Powerlink, Boulderstone, Property Solutions, Create Foundation, Hilton Hotels, Grant Stevens (Art Commission for Museum of Contemporary Art Australia & piece for L.A. Louver), Daniel McKewen (Art Commission for Metricon Stadium), The Honey Month (Band), Rodeo (Band), The Barista Effect

## **Experience (cont.)**

### **Lumë, 2011 (full time internship)**

*March - August 2011.* Full-time agency work, providing experience in all areas of film production including pre-production, production and post-production.

## **FLASH ANIMATION**

### **Grow Media, 2011-2012 (contract)**

Animating predesigned storyboarded banners for web, animating information design elements, including graphs and maps for corporate presentations.

### **Lumë, 2011 (contract)**

Animating predesigned storyboarded animations for elevator advertisements and corporate presentations.

#### *Key brands:*

Brisbane Marketing, Powerlink, Wella, Sebastian, Urbex (Oak Place Development), Todd Hunter McGaw Photography

## **VISUAL DESIGN / WEB DEVELOPMENT**

### **Grow Media, 2010-2012 (contract)**

Designing website layout and interactivity, executing design and development process from start to finish. HTML formatting.

### **Freelance, 2009-2013**

Print and Web. Liaising with clients, creating design concepts from client briefs and developing designs/functionality from start to finish.

#### *Key brands:*

Powerlink, Wildrest Retreats, NSW Car Search

## **Key Skills**

### **Applications**

Adobe Photoshop, After Effects, Illustrator, Flash, Dreamweaver, Premiere Pro, Final Cut Pro, Apple Motion, Color, Compressor, Microsoft Office, HTML/CSS, Wordpress, FTP, Canon DSLR Photo/Video

### **Abilities**

Motion, VFX, design, creative concept development, layout, branding, intuitive interaction, photography, videography, audio, editing, project management, client liason, budget, quoting, scheduling, general administration

## **Exhibitions**

**The Shape of Things to Come, The Block QUT, Brisbane**

Dig, 2011

Rodeo Visuals, 2013

**Supermassive, L.A. Louver, Los Angeles**

Video Artwork, 2013 (Assistant Animator to Grant Stevens)

**Museum of Contemporary Art, Sydney**

Mingling, 2012 (Assistant Animator to Grant Stevens)

**Backbone Youth Arts 2high Festival, The Powerhouse, Brisbane**

Background video projections for several musical acts, 2012

## **Conferences**

**Innovatus**

Australian Tourism Data Warehouse's innovation workshop, Brisbane, 2012

**Semi-Permanent**

Creative Conference, Brisbane, 2011

## **Contacts**

**Laundry Group**

<http://www.laundrygroup.com.au/>

**Grow Media**

<http://www.growmedia.com.au/>

**Lumë**

<http://thelume.tv/>

**Twice Shy**

<http://www.twiceshy.net/>