

Laura Holder

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lauraholder.com

917-609-6967

Skills

Product designer / design director, leader of creative, collaborative, multidisciplinary teams. User-researcher, user-centered designer, interface writer, extreme collaborator. Figma, Adobe Creative Suite, HTML/CSS, myriad collaboration tools. Twenty years of experience at the intersection of digital content and platform experience design; team leadership and people management; classroom experience.

Experience

- 8/2018-present **Vox Media - Design Director**
Product designer and design director for Chorus, Vox Media's homegrown content management platform for publishers. Design director on audience-facing design system with an emphasis on research and strategy. Lead designer on custom storytelling tools within the platform. Editor of Vox Media's design blog
- 1/2008-7/2018 **The Wall Street Journal - News Graphics Design Director + Product Design Director**
Lead team of designers, developers, data journalists, reporters and editors to create visual experiences and patterned systems for storytelling. Product design director leading team of IA, Designers and Front-end Developers for the 2008 site redesign
- 5/2006-12/2007 **Reuters Global Media - Product Design Director, Consumer Media**
Product user-experience, design & direction for Reuters.com, .co.jp, and .co.uk. Enterprise software design, on-air broadcast package design direction, award winning photo site "The State of the World" design and art direction
- 1/2006-5/2006 **The New York Times - Interaction Designer**
Blogs design, product design, iconography, editorial and newsletter design
- 8/2004-1/2006 **Daylo.com - Creative Director, Co-founder**
Design, IA, UX, identity and marketing design for services marketplace startup
- 8/2004-1/2006 **Contractor - Interaction Designer, Front-end Developer**
Gartner, Inc., Parents.com, Child.com, FamilyCircle, com, TheHistoryChannel.com
- 3/1997-3/2001 **CBSNEWS.com - Associate Creative Director**
Design and direction for inaugural online presence for CBS News & Entertainment

Accomplishments, Affiliations & Select Awards

Member Society for News Design Since 2016

Visiting professional / guest lecturer / educator at The New School - School of Journalism + Design Since 2018

Webby nominee, Diversity, Equity & Inclusion Websites and Mobile Site 2023 "Language, Please" Design

Data Journalism Best Data Visualization of the Year 2016 "The Rhymes Behind Hamilton" UX/Design

Society for News Design Gold, Single-subject Project 2016 "Blue Feed, Red Feed" UX/Design

SND Gold, Use of Multimedia 2015 "2050: Demographic Destiny" UX/Design

SND Silver, Features Coverage and Award of Excellence 2016 "The Rhymes Behind Hamilton" UX/Design

SND Award of Excellence, Features 2016 "Innovation Paradox" series Design

Information is Beautiful Silver 2016 "What's Your Gender Pay Gap?" UX/Design

SND Silver Features 2015 "A Stolen Boy" UX/Design

Photography exhibited Jen Bekman Gallery

Photography published/exhibited NYTimes, Gawker, Gothamist, Brownstoner, Good, Digital Lifestyle (Italy), The Fotolog.book

Education

1991
& beyond

Bachelor of Fine Arts Iowa State University

Furniture Design Studies University of California at Berkeley

Furniture Design Scholarship Anderson Ranch Arts Center

Continued studies in Graphic Design, Painting, Sculpture Illinois State University