

Laura Apolonio

SENIOR VISUAL DESIGNER

Contact

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Portfolio: www.catudan.com

Location: Los Angeles, CA

Education

- Bachelor of Arts, 2012
- California State University, Northridge
- Minor in Psychology

Expertise

- Brand Identity and Systems
- Marketing and Web Design
- Design Systems and Templates
- UX Foundations and Wireframing
- Cross-Functional Collaboration
- Creative Leadership and Mentorship

Tools

- **Design:** Adobe Creative Suite, Figma, Adobe Express
- **Marketing:** Jira, Confluence, Brandfolder, HubSpot, WordPress, Google Slides, PowerPoint

Summary

Senior Visual Designer with 14 years of experience designing brand and marketing systems across web, product, and print. Experienced in leading large-scale initiatives, building scalable design systems, and partnering with marketing, product, and engineering teams to deliver clear, effective solutions.

Experience

Auctane

Austin, TX (Remote)

Senior Visual Designer

October 2021 – October 2025

- Led brand refresh initiatives across web, print, product packaging, and paid media.
- Served as lead designer on website migration to WordPress, adapting designs to Bootstrap 5 and accessibility standards.
- Partnered with marketing and product teams to design and execute A/B tests focused on performance and usability improvements.
- Designed scalable email templates to improve consistency and engagement across customer touchpoints.
- Built reusable design systems and templates to support ongoing marketing and content needs.

Stamps.com

El Segundo, CA

Senior Graphic Designer

April 2018 – October 2021

- Led design for major website initiatives, including A/B testing that improved desktop conversion rates up to 9.25 percent and increased mobile conversion by 7 percent.
- Developed creative strategies and campaign concepts across landing pages, paid media, direct mail, and social channels.
- Presented design rationale and UX strategy to product, marketing, and engineering stakeholders.
- Led design for the Stamps.com online store migration to Shopify.
- Collaborated on modernizing the Stamps.com app using Material Design and native iOS patterns.

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SENIOR VISUAL DESIGNER

Stamps.com (continued)

El Segundo, CA

Graphic Designer

April 2016 – March 2018

- Created the ONYX private-label brand, including identity, packaging, and ecommerce experience.
- Designed UX flows, wireframes, and prototypes for web and product initiatives.
- Partnered closely with marketing and development teams to streamline workflows and reduce production timelines.

Graphic Designer / Project Manager

Feb 2013 - April 2016

- Designed and launched internal programs and marketing initiatives across four company brands.
- Led improvements to user registration flows for Stamps.com and ShipWorks.
- Supported style guides, responsive layouts, and accessibility considerations across multiple platforms.

30sixty Advertising+Design, Inc.

Los Angeles, CA

Freelance Graphic Designer

July 2012 – Jan 2013

- Created visual concepts for press kits, DVD packaging, licensed merchandise, key art, one-sheets, and logo development.
- Refined Photoshop skills under the mentorship of art directors.

The Center for Visual Communication

Northridge, CA

Freelance Graphic Designer

June 2011 – June 2012

- Managed projects, including writing proposals, meeting clients, forming teams, and producing concept designs.
- Designed a promotional movie poster for a new target audience.