

LAURA SCHIAVINATO

SENIOR DESIGNER & ART DIRECTOR

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Senior Designer and Art Director with 10+ years of experience across graphic design, production design, brand identity and large-scale event activations. Strong track record delivering immersive environments, brand activations and experiential campaigns for major Australian and international clients, from art department on studio productions to lead designer on city-scale festivals. Combines creative vision with hands-on production expertise, managing fabricators, suppliers and creative teams from concept through to on-site execution.

EXPERIENCE

Senior Designer & Art Director · **BBR AGENCY** · Sydney, Australia · 2024 - 2026

PRODUCTION DESIGN ART DIRECTION BRANDT ACTIVATIONS

- Lead Production Designer for major public cultural festivals and state-funded city activations across Sydney, Melbourne, Adelaide and Canberra
- Delivered immersive, multi-zone environments across up to 2km of connected urban footprint, commissioned by NSW Government and interstate councils
- Directed scenic builds, large-scale hero installations, set dressing and branded activations from creative concept through to on-site execution
- Managed fabricators, workshop suppliers and technical crews across multiple cities under live production timelines

Clients & Events: *Asics · Reese's · Fiji Water · Poliakov Vodka · Ghost in the Rocks · Bastille Festival · Mov'inBed · Barangaroo · The Rocks · NSW Government*

GRAPHIC & WEB DESIGN

- Designed and built WordPress + Elementor websites, ticketing platforms and e-commerce stores for large-scale events
- Developed landing pages, UI layouts and Figma wireframes to support marketing campaigns and improve conversion

Art Department · **"The Fall Guy" (NBCUniversal)** · Sydney, Australia · 2022 - 2023

- Worked within the Art Department on a major NBCUniversal studio production filmed in Sydney
- Assisted with set dressing and scenic detailing for key scenes under Art Director supervision
- Supported on-set greens and environmental continuity; collaborated across departments to maintain visual consistency throughout shoot

Graphic Designer · **Take Two Events** · Sydney, Australia · 2023 - 2024

- Produced large-format print assets, environmental graphics and event branding for large-scale public events
- Collaborated with production teams to align graphic identity with physical environment and spatial design

Production Designer · Art Director · Graphic Designer · **nblu Films (Freelance)**
Brazil & Australia · 2016 - Present

- Freelance Production Designer and Art Director for short films, music videos and branded content
- Directed music video "LAR", selected among Best Brazilian Indie Music Videos (2021)
- Developed visual research, storyboards and production design frameworks for independent productions
- Designed visual identities, logos and marketing materials for startups, small businesses and event brands across Brazil and Australia

Production Designer · **Purple Jack** · **Sydney, Australia** · **Jan 2025**

– Developed production design concept, led set dressing, props sourcing and collaborated with Director and DoP to define tone, colour palette and spatial mood

Graphic Designer · **Colégio Rembrandt** · **Bauru, Brazil** · **2016 - 2022**

– Established the school's digital visual identity from scratch; grew Instagram presence to 3,000+ followers through consistent design and content strategy

SKILLS

Clients & Events: Set Decoration & Dressing, Scenic & Props Coordination, Spatial Storytelling, Mood & Lighting Direction, Art Department Support, Bump-In/Bump-Out Leadership, Supplier & Workshop Liaison

Design & Art Direction: Brand Identity, Graphic Design, Event Branding, Environmental Graphics, Large-Format Print, Social Media Design, Visual Research & Concept Development

Web & Digital: WordPress, Elementor, WooCommerce, Figma, Landing Pages, UX & Website Structure

Software: Adobe Photoshop · Illustrator · InDesign · Premiere · Figma

EDUCATION & LANGUAGES

Bachelor of Design · São Paulo State University (UNESP), Brazil

Additional studies: Fashion & Costume Crafting

Languages: Portuguese (Native) · English (Fluent) · Spanish (Advanced)