

LAURA ABI CHEDID

SENIOR DIGITAL DESIGNER

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SUMMARY

Hello! I'm a full-stack digital designer with nearly 20 years of experience. I've worked in ad agencies and video game studios, focusing on digital design across a wide range of projects.

My background in advertising for premium brands has sharpened my eye for detail and helped me develop solid time management and communication skills.

A lifelong gamer, I bring my passion for games into my design work. I'm friendly, curious, and easy to work with, and I really value open, honest feedback. I especially enjoy mentoring junior designers and collaborating as part of a team.

WORK HISTORY

Jagex, Remote — Senior Digital Creator

APR 2025 - NOW

- Creating video and static ads and assets for RuneScape, OSRS and RuneScape: Dragonwolds
- Capturing game footage in the game engine
- Creating short videos in Blender for OSRS
- Helping the design team with the RuneScape rebranding
- Participating in weekly ideation sessions
- Briefing and giving feedback for outsourced work

Jagex, Remote — Digital Designer

OCT 2020 - APR 2025

- Designing and animating ads for RuneScape, OSRS, SCUM, Space Punks and This Means Warp
- Capturing and retouching in-game footage and images to create keyarts and promotional assets
- Creating assets for Social Media, the official websites and Steam
- Designing logos for RuneScape, OSRS and Melvor Idle

Freelance, Remote — Web & Graphic Designer

JAN 2020 - OCT 2020

- Defining the brand identity of a bridal designer
- Building the online store and retouching photoshoot images
- Consulting for social media

Starbreeze Studios, Stockholm — Marketing Designer

FEB 2018 - DEC 2018

- Contributing to the creative direction and designing assets for the launch of multiple new games
- Creating the brand guidelines for the game Inked
- Designing websites, marketing assets, banners and logos
- Building wireframes and sketching storyboards

Digital Extremes, London (ON) — Senior Ad Designer

JUN 2017 - DEC 2017

- Creating display ads for Warframe
- Working on social media videos, animated gifs and images for 3 different games
- Capturing game footage in the game engine
- Designing assets to promote new content and events

SAY Media, Montreal — Senior Creative Designer

MAY 2014 - DEC 2016

- Designing and building complex rich media ads (Flash and HTML5)
- Interaction design, 2D animation, illustration and video editing
- Creating mockups in Photoshop for the sales team
- Providing training, support and feedback to junior designers

Freelance, Montreal — Freelance Designer

AUG 2013 - DEC 2013

- Designing interactive iPad launchpads for pharmaceutical representatives

BAM Strategy, Montreal — Art Director

JUN 2011 - JAN 2013

- Providing creative direction and quality control over concepts and projects
- Managing the projects and a team of 11 designers
- Leading project kick-offs, pitches and client proposals

BAM Strategy, Montreal — Web Designer

MAY 2008 - JUNE 2011

- Working on websites, flash games and banners for different brands such as Procter and Gamble, Heinz and Enfamil

divine.ca, Montreal — Web Designer and Illustrator

SEP 2006 - MAY 2008

- Website redesign
- Creation of weekly graphic content for articles
- Designing microsites, newsletters and contest pages

EDUCATION / TRAINING

Udemy.com — The Web Developer Bootcamp

2019

«Leader-Coach» program with Marc Gian & Associates, Montreal

2010 - 2011

ASC Toastmasters Club, St-Hubert

2010

Inter-Dec College, Montreal — ACS in Multimedia

SEP 2005 - AUG 2006

Graduated with highest distinction

Inter-Dec College, Montreal — ACS in 2D-3D Animation

SEP 2004 - AUG 2005

Graduated with highest distinction

Saint-Joseph University, Beirut — Bachelor degree in Business and Management

SEP 2001 - JUN 2004

Collège Notre-Dame de Jamhour, Beirut — Baccalauréat (sciences)

JUN 2001