

# Laura Shaw

Creative Direction  
Canada

View the full portfolio at <http://www.thecreativefinder.com/lshaw>

## Professional Experience and Curriculum Vitae

With over 17 years of experience in both consumer and healthcare advertising, Laura is at home with both humour and life's grit when it comes to creative solutions. Laura prides herself on her ability to push the envelope by incorporating photography, illustration, metal sculpture and abstract art into concepts that push advertising to the edge of its comfort zone.

A graduate of Sheridan College's Advertising and Illustration program, Laura is proficient in the art of conceptual development, bringing ideas to life in a manner which commands the audience to take notice. She has worked on product launches, radio, print, television campaigns, logo design and corporate identity on a global scale.

## Previous Clientele

Budweiser, Meducom Health, Pharmacomm, Rogers, Toronto General Hospital HMTV, Jack Fraser, National Bank of Canada, Pat & Marios, Pharma Plus Drugmart, Pizza Pizza, Roberts Pharmaceuticals, PCO, Trailcon Leasing, VWR Canlab, The Bay, Blue Mountain, Humpty Dumpty, Hyland Seeds, Maple Lodge Farms, Shur Gain, Farm Show, Jamieson Vitamins, Ontario Hydro, Royal Bank, Tridel, Watts Communications, Webber Vitamins, Wampole Vitamins, Quest and Jamieson Vitamins, Advil, Botox Therapeutic, Cymbalta, Glumetza, Rapamune, Reyataz, Sustiva, AGFA Healthcare, Canada Bread, Chrisite Digital, LCBO (Pitch), iAnywhere, Innerwireless, Maple Leaf, RIM, Sybase, Unitron Hearing, Apopharma, Biovail, Clarion Medical Technologies, Gilead, Graceway Pharmaceuticals.

## Awards and Accolades

### Awards and Accolades

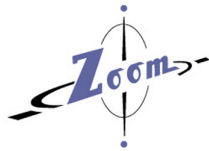
GOLD ICON Advertising Awards - Art  
Direction/Best Marketing Campaign for  
Marketforce Communications - 'Goosebumps'  
GOLD ICON Advertising Awards - Art  
Direction/Graphic Design Elements - Botox  
BEST OF SHOW - ICON Advertising Awards -  
Art Direction/Botox  
SILVER - The One Show - Photography/Art  
Direction - Botox  
GOLD - Advertising Awards - California -  
Photography/Art Direction - Botox

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Laura Shaw

Creative Direction  
Canada

View the full portfolio at <http://www.thecreativefinder.com/lshaw>



# Laura Shaw

Creative Direction  
Canada

View the full portfolio at <http://www.thecreativefinder.com/lshaw>



MCKEE·POWNALL  
Veterinary Professional Corporation



DEPRESSION: UNDERSTANDING OPPORTUNITIES

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Laura Shaw

Creative Direction  
Canada

View the full portfolio at <http://www.thecreativefinder.com/lshaw>



Sybase and IBM partnered to deliver a range of powerful Linux 'Open' platform solutions for managing data and accelerating business solutions. The challenge was to develop a theme for the Techwave show in Las Vegas that revolved around superb performance and speed.

Concept, design, writing, photography and art direction.



# Laura Shaw

Creative Direction  
Canada

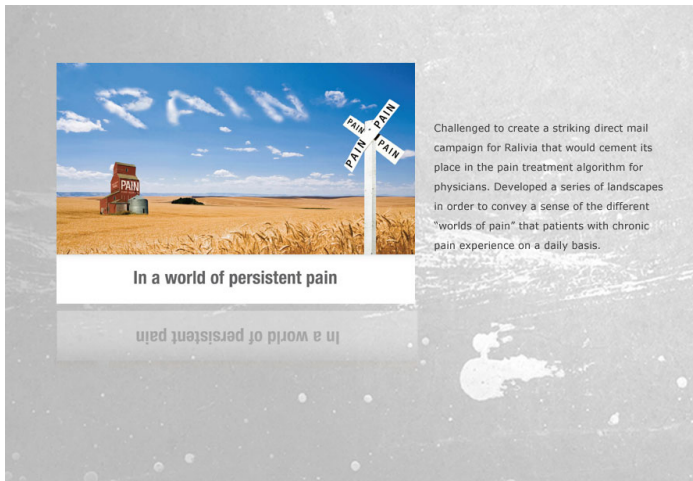
View the full portfolio at <http://www.thecreativefinder.com/lshaw>



#### Clarion Medical Technologies Counseling Binder

Needed to develop an unbranded service item for their client's to assist them in counseling patients on cosmetic treatment options. Developed a custom binder with interactive pages showing before and after reveals using incredibly detailed photo-illustrations.

concept, design, production, client liaison, art direction

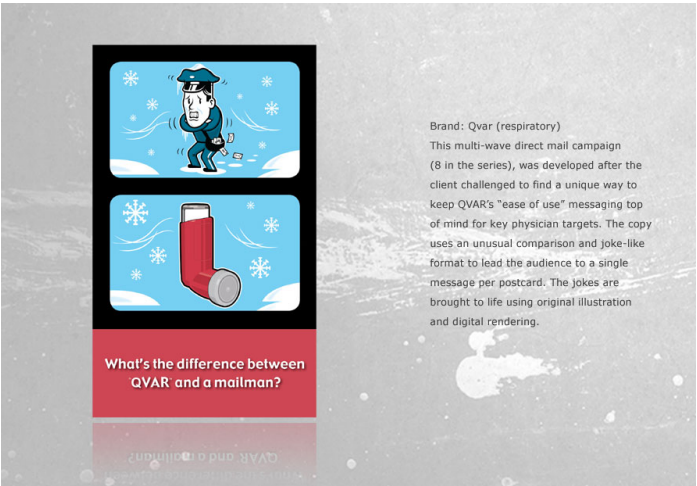


Challenged to create a striking direct mail campaign for Ralivia that would cement its place in the pain treatment algorithm for physicians. Developed a series of landscapes in order to convey a sense of the different "worlds of pain" that patients with chronic pain experience on a daily basis.

# Laura Shaw

Creative Direction  
Canada

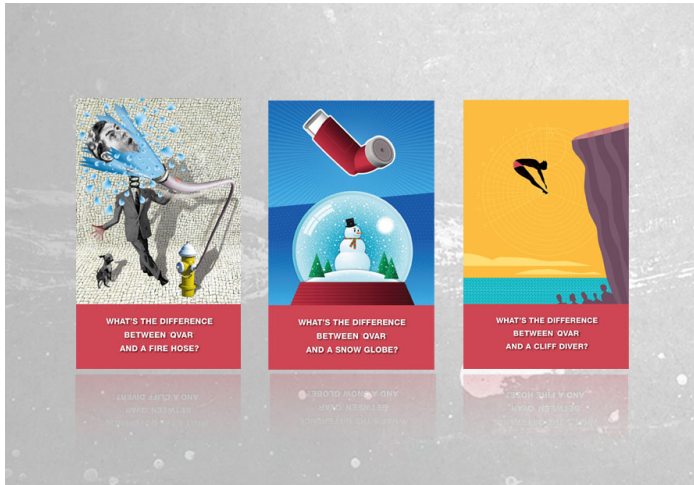
View the full portfolio at <http://www.thecreativefinder.com/lshaw>



# Laura Shaw

Creative Direction  
Canada

View the full portfolio at <http://www.thecreativefinder.com/lshaw>

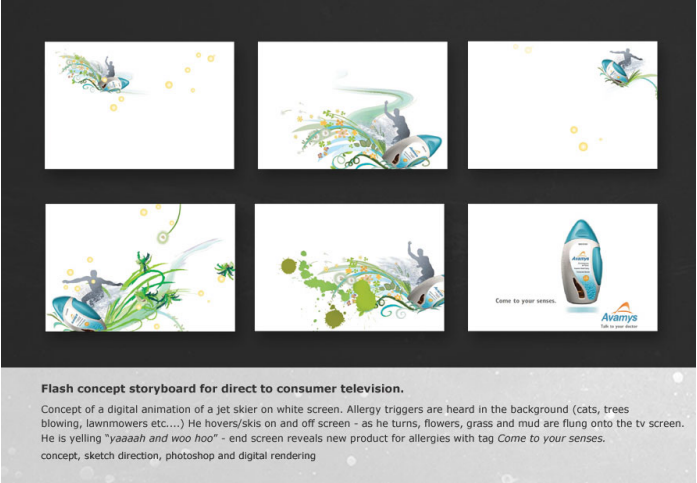




# Laura Shaw

Creative Direction  
Canada

View the full portfolio at <http://www.thecreativefinder.com/lshaw>

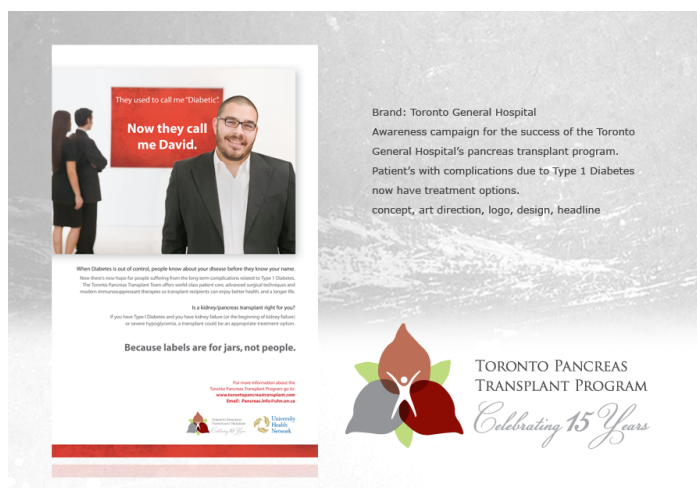
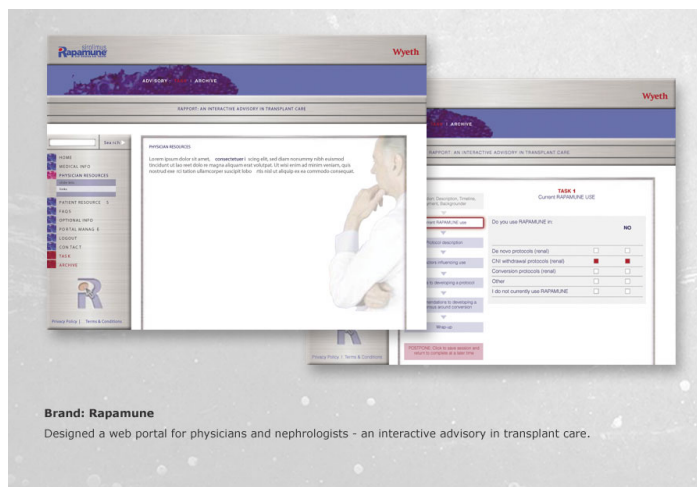




# Laura Shaw

Creative Direction  
Canada

View the full portfolio at <http://www.thecreativefinder.com/lshaw>




15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

# Laura Shaw

Creative Direction  
Canada

View the full portfolio at <http://www.thecreativefinder.com/lshaw>



GlaxoSmithKline is changing the face of allergic rhinitis.

GSK GlaxoSmithKline

**Pre-launch Professional creative**    **Brand: Avamys (allergies)**

Distinctive visuals with an emphasis on the eye, these concepts create unique stopping power and positive emotion. The copy positions GSK as the company that has uncovered a solution for a currently unmet need, and sets the stage for a more complete therapy.

Brand: Meducom

First in a series of direct mail postcards to potential customers in the healthcare industry. Engaging visuals link to the corporate tagline, messaging and website on the reverse.

concept, digital rendering and design



 **MEDUCOM**  
INTERNATIONAL INC

WHERE SCIENCE MEETS STRATEGY

 **MEDUCOM**  
INTERNATIONAL INC

WHERE SCIENCE MEETS STRATEGY

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213



# Laura Shaw

Creative Direction  
Canada

View the full portfolio at <http://www.thecreativefinder.com/lshaw>



ApoPharma has been at the heart of iron chelation therapy for over 10 years

1818	1925	1954	1962	1999	2001	2005	SOON
Dr. James Blundell performs first successful blood transfusion	Thalassemia major is described by Dr. Thomas Cooley	Cooley's Anemia Foundation started	Deferoxamine approved in Europe	Deferiprone approved in Europe	First paper on the use of cardiac T2* Magnetic Resonance Imaging (MRI) in Thalassemia published	Deferasirox approved in the US	More thalassemia major patients will follow their hearts

We understand that effective chelation of iron in patients with iron overload decreases the risk of severe morbidity induced by excess iron in the tissues and ultimately prolongs survival. Most importantly, we understand your patients, their dreams, and their hopes for the future.

We're ready to take the next step forward.

**ApoPharma**

Innovative Drug Division of Apotex Inc.

# Laura Shaw

Creative Direction  
Canada

View the full portfolio at <http://www.thecreativefinder.com/lshaw>



15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213