

# LAURA W. KERRY

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## MASTER'S (M.P.S.) CANDIDATE, ITP

### Tisch School of the Arts, NYU

Studying intersection of writing and UX design in program for innovative uses of emerging media

## Editor, Adjacent: The ITP & IMA Journal of Emerging Media

Selected for editorial board on new faculty-led journal about media, technology, and art

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## FREELANCE + OTHER EXPERIENCE

June–August 2017

### NYC Mayor's Office for Economic Opportunity

UX Writing + Product Management Apprentice

- Redesigned email newsletter, managed development sprint, and crafted content for relaunch
- Researched, strategized, and wrote content for youth- and young adult-oriented site
- Planned, designed collateral for, and conducted research with stakeholders
- Wrote copy for online applications pilot, agency marketing materials, and other projects

March 2015–Present

### ThrdCoast

Writer

- Contribute weekly music features and album reviews for publication on online music blog

November 2014–August 2016

### CoolSnowGlobes

Content Strategist

- Developed digital communications and product copy for arts-oriented snow globe company

March 2013–December 2015

### Radio Silence Magazine

Assistant Editor (January 2014–December 2015), Editorial Assistant (March–December 2013)

- Evaluated submissions and edited, fact-checked, and proofread for print and digital publication
- Helped develop content strategy for new digital version of magazine
- Led communication with contributors for contracts and payments

February 2014–August 2016

### Smith, Fause & McDonald, Inc.

- Redesigned website of engineering firm using CSS, PHP, HTML, and SilverStripe
- Assisted COO with marketing and finance duties

December 2013–June 2014

### San Francisco Art Institute

- Created and edited engaging content for school and gallery website and social media platforms

December 2012–June 2013

### San Francisco Bay Guardian

Intern

- Pitched art-related stories; conducted related research; and wrote pieces for blog and print

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## EDUCATION

### Bowdoin College, B.A.

*Cum Laude*, 2012

Major: English; Minor: Art History

Sarah and James Bowdoin Scholar

Surdna Undergraduate Research Fellow

### General Assembly

Front-End Web Development

### School of Visual Arts

Basic Graphic Design

## SKILLS

Front-end programming, including Javascript, jQuery, p5.js, HTML, and CSS; Adobe Creative Suite; and copywriting proofreading and fact-checking.