

Laura Colantonio

BRAND DEVELOPMENT AND GRAPHIC DESIGN



Profile

Creative designer working across product, graphics, and brand, creating and shaping concepts from ideation to execution with a sharp eye for trend and commercial relevance.

Experience

HANDCRAFT MANUFACTURING CORP. | JAN 2026 – PRESENT

SENIOR DESIGNER, ADULT DIVISION

- Design and develop licensed intimates and loungewear collections for national retail partners across mass, specialty, off-price, and club channels, aligning product direction with brand standards and market trends.
- Oversee the full product lifecycle from concept through CAD development, strike-offs, and pre-production approvals.
- Partner with licensors, buyers, and factories to ensure seamless execution and a high level of design integrity.
- Curate retailer-specific assortments that balance trend insight with strong commercial performance

LOVE FITNESS APPAREL | AUG 2018 – JAN 2025

CREATIVE DIRECTOR

- Leads and collaborates with creative team in the development of any and all designs and assets for marketing campaigns.
- Integral in the implementation of key programs, such as Hootsuite and Emotive, becoming vital assets for both boosting revenue and elevating company image.
- Responsible for designing, copywriting, and launching tailored and focused campaign marketing content to consumers through various online channels, including social media, blog posts, SMS broadcasts, email blasts, brand websites, etc.
- Plans, coordinates, facilitates model agent relationships and negotiations, and executes campaign photoshoots as lead photographer for brand products.

Skills

PHOTOSHOP

LIGHTROOM

MAYA

ILLUSTRATOR

CHARACTER ANIMATOR

CANVA

INDESIGN

PREMIERE PRO

MICROSOFT SUITE

AFTER EFFECTS

PROCREATE

GOOGLE SUITE

Education

SETON HALL UNIVERSITY | 2014 – 2018

Bachelor of Science in Business Administration
Dual Majors in **Marketing** and **Interactive Multimedia Design**
Minors in **Web Design** and **Animation**
Certificate in **Market Research**
GPA 3.5; Cum Laude

STUDY ABROAD: DOING BUSINESS IN GREECE | 2015

STUDY ABROAD: DOING BUSINESS IN IRELAND | 2016

Contact

HOME

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EMAIL

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Portfolio

Check out some samples of my work and a little more about me!

laura-colantonio.com

Social

INSTAGRAM

[@lalalaura.irl](https://www.instagram.com/lalalaura.irl)

PINTEREST

[@laura_irl](https://www.pinterest.com/laura_irl)

LINKEDIN

[linkedin.com/in/lauracolantonio](https://www.linkedin.com/in/lauracolantonio)

FACEBOOK

[facebook.com/laura.colantonio.3/](https://www.facebook.com/laura.colantonio.3/)

TWITTER / X

[@lauracolantonio](https://twitter.com/lauracolantonio)

THREADS

[@lalalaura.irl](https://www.threads.net/@lalalaura.irl)

Awards

HAWAII'S FASTEST
GROWING BUSINESSES

For 5 years in a row, Love Fitness Apparel ranked among the fastest 50 growing businesses in Hawaii.

SCNY 2017 NON MEMBER'S
EXHIBITION,
PHOTOGRAPHY & GRAPHICS

Original photograph entitled "Self-Occupying," was showcased in the Salmagundi Club on 5th Avenue in NYC. The photo was even used as the cover photo for the exhibition.