

LAURA ONUSKA

Art Direction + 360 BRAND CONCEPT + BEAUTY ECOM EXPERTISE

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Creative leader with 6+ years of experience in the beauty industry building culturally relevant beauty brands through 360° campaigns and visual systems. Leading concept development, art direction, and execution across digital and retail platforms, while always considering mobile first. Managing a team of packaging + digital designers, video and post production teams.

EXPERIENCE

A.S. Beauty Co.

Brands: Bliss, Cover FX, Laura Geller, Julep, Mally Beauty

Associate Creative Director | 2024 - Present

Senior Art Director | 2021- 2024

Packaging Designer | 2019 - 2021

- Lead creative direction across a 5-brand beauty portfolio, developing 360° campaigns and visual systems across digital, retail, e-commerce, and social
- Oversee development of 100+ assets per launch cycle, including PDPs, campaign visuals, retail graphics, and digital content
- Provide design direction for Amazon A+ content, PDPs, and brand storefronts, ensuring cohesive storytelling and elevated brand expression across all e-commerce touchpoints
- Art directed design templates & launched PDPs in Sephora, ensuring consistent branding
- Concept and execute campaigns annually, translating brand and business strategy into cohesive storytelling across paid media, site, email, retail, and experiential
- Partner with Creative Director to define and evolve brand visual identity systems, including typography, color, layout, and art direction frameworks
- Direct on-model and still-life photography, leading concept development, casting (150+ talent), shot lists, and on-set execution across domestic and international shoots (including Italy!)
- Lead talent casting, on-set direction, and celebrity management for high-visibility campaigns, ensuring alignment with brand storytelling and campaign objectives
- Lead and mentor a team of designers, elevating creative output and ensuring consistency across all brand touchpoints while communicated business goals
- Manage external partners including photographers, CGI artists, retouchers, and production teams to deliver high-quality campaign work at scale
- Present concepts and creative strategy to executive leadership and key stakeholders
- Partner with production and leadership to manage budgets, timelines, and resource planning across multiple concurrent campaigns
- Conducted rebrands for Cover FX, Mally, Julep, and Bliss. Created new direction for brand systems.

CAMPAIGNS

- **Fran Drescher x Laura Geller (2025 2026)**
- Concepted and directed full campaign, developing 9 distinct visual looks and leading styling, photography, and on-set execution
- **Bliss x Gilmore Girls (2025)**
- Led creative direction for a celebrity-driven 360° campaign, including casting, styling, and on-location production
- **Debi Mazar Campaign, Laura Geller (Italy, 2025)**
- Directed talent, wardrobe, and prop styling, deliver cohesive storytelling across video and campaign assets, as well as a branded model photoshoot around Florence
- **"Ms. Irrelevant", Beauty & Women in Sports, Cover FX (2024)**
- Creative directed integrated campaign, developing concept decks, moodboards, props, and narrative direction in collaboration with marketing and film team
- **Golden Bachelorette x Laura Geller (2024)**
- Art directed branded collaboration, ensuring all creative aligned with network guidelines and campaign vision
- **Wheel of Fortune x Laura Geller (2023)**
- Supported concept and execution of collaboration campaign across packaging, marketing, and PDP assets for the limited edition collection

EDUCATION

FASHION INSTITUTE OF TECH.

B.F.A FABRIC STYLING
MINOR / ART HISTORY
2015 - 2019

COLUMBIA BUSINESS

DIGITAL MARKETING
2026

SKILLS

360 BRAND CREATIVE DIRECTION
ART DIRECTION (PHOTO + VIDEO)
VISUAL STORYTELLING
ON-SET DIRECTION
MODEL & TALENT DIRECTION
SCHEDULING + PRODUCTION
SHOT LIST + STORYBOARDS
PROP & PRODUCT STYLING
TYPOGRAPHY & LAYOUT
DIGITAL & E-COMMERCE DESIGN
PACKAGING DESIGN
RETOUCHING DIRECTION
BUDGET EXPERIENCE
KNOWLEDGE OF VIDEO EDITING

TOOLS

FIGMA
ADOBE CREATIVE SUITE
MICROSOFT
ASANA

ENERGY

HONEST
TEAM-PLAYER
RESOURCEFUL
WELCOMES FEEDBACK
SELF-SUFFICIENT

❖ OFF THE CLOCK

PICK UP BASKETBALL
VINTAGE + THRIFTING
CRAFTING / SEWING
CENTRAL PARK
R&B / HIP HOP