

LAUREANO FIGUEROA HE/HIM/HIS

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Experience

Associate Producer, Creative & Content Producer

Apr 2024 – Present Freelance | New York City

Formerly Freelance Production Manager & Production Coordinator

- Own influencer production end to end, from concept & creative brief through casting, contracting, asset review, & final edit, for social-first campaigns. Clients: Maybelline, CeraVe, SkinCeuticals.
- Delegate to & coordinate coordinators, graphic designers, junior art directors, & assistants across creator productions, keeping work on brief & on schedule.
- Creative-produce commercial shoots from concept to delivery, keeping the creative on brief & troubleshooting live on set, then running logistics, budget, scheduling, & coordination. Clients: Maybelline, Garnier, Skinbetter Science, Redken, NYX, CeraVe, La Roche-Posay.
- Build AI-assisted workflows to streamline production, protect budgets, & keep projects on track.
- Design & edit social & graphic assets across campaigns
- **Selected work:** Garnier × Cher, Maybelline × Edie Falco, Blueair × Josh Hart × Knicks, Garnier × Young Miko, Garnier × Adrienne Bailon & Christina Milián, Garnier × Lisa Rinna.

Junior Designer

Oct 2021 – Mar 2024 Peter Dunham Design | Los Angeles

Formerly Intern

- Created mood boards, 2D CAD plans, elevations, & design decks alongside senior designers.
- Sourced furniture & fabric, kept sourcing organized, & made regular on-site visits, supporting day-to-day client communication to keep projects moving.
- Produced 15+ editorial & portfolio photoshoots alongside our Creative Director, sourcing props & hard & soft goods.

Product Development Assistant Manager

Apr 2020 – Sep 2021 GAP Inc. | San Francisco

- Owned the full development process for my categories, swim, active, sweaters, & graphic tees, from alignment to pre production, balancing design intent against cost & quality targets with Design & Merchandise teams.
- Led global product development for sportswear across factories in Vietnam, China, India, Mexico, & the U.S.
- Drove quarterly product costing & analysis, delivering \$1M+ in savings across four seasons at Old Navy.
- Owned the in-season approval production process, managing prints, patterns, graphic artwork, & trims to keep launches high-quality & on time.
- **Recipient, GAP Inc. Exceed Award**, for outstanding performance & contributions.

Product Development & Production Assistant

Jan 2018 – Mar 2020 Chubbies Inc. | San Francisco

- Supported in-season production, creating & managing PO's & negotiating with vendors to meet cost targets.
- Reviewed & managed product prototypes, ensuring quality & consistency.
- Managed licensor development for Star Wars, Marvel, Taco Bell, & Coca-Cola, holding brand standards.

Education:

University of San Francisco B.A., Creative Advertising

Coursework:

Design Communications I & II, Typography, Social Media Advertising, Marketing Principles, Advertising Principles, Color Theory, Creative Copy & Strategy.

Skills & Tools

Software: Adobe Illustrator, Photoshop, Premiere | AutoCAD | Excel | CRM tools

Production | Creative briefing | Creator sourcing | Budgeting | Global sourcing | AI workflows | Editing