

Laura C. Owens

Director of Creative Design

Atlanta

laura.owens@troutman.com

D 404.885.2568



OVERVIEW

Laura leads the firm's creative design team, ensuring brand consistency and maximizing the impact of the firm's communications across all platforms. Her responsibilities encompass providing strategic design guidance and creative direction for a diverse array of projects, both client-facing and for internal audiences. With her extensive background in visual storytelling and strategic design from her previous tenure at another national law firm, Laura excels in enhancing brand identity while effectively conveying the firm's values and objectives to stakeholders.

Collaborating closely with her team and other stakeholders throughout the firm, Laura is instrumental in crafting visually compelling materials that bolster client engagement, drive business development, and elevate the firm's reputation. Her leadership ensures that every project not only meets but exceeds the firm's standards for quality and innovation.

She is a graduate of Mary Baldwin University and The Art Institute of Atlanta, reflecting her strong educational foundation in design and creativity. Laura is active in professional organizations such as the Legal Marketing Association (LMA) and the American Institute of Graphic Arts (AIGA), demonstrating her commitment to continuous professional development and industry involvement.

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Legal Marketing Association (LMA)
- American Institute of Graphic Arts (AIGA)

EDUCATION AND CERTIFICATIONS

EDUCATION

- Mary Baldwin University, B.A., 1995, marketing communications
- The Art Institute of Atlanta, multimedia design