



CITY OF NEW BEDFORD
JONATHAN F. MITCHELL, MAYOR

March 22, 2018

City Council President Linda M. Morad
Honorable Members of the City Council
City of New Bedford
133 William Street
New Bedford, MA 02740

Dear Council President Morad and Honorable Members of the City Council:

I am submitting for your approval the **APPOINTMENT** of **LAURA PARRISH** of New Bedford, MA to the **ZONING BOARD OF APPEALS** as an alternate member. Ms. Parrish will be replacing DONALD GOMES whose term has expired. This term will expire in DECEMBER 2019.

Sincerely,

Jonathan F. Mitchell
Mayor

JFM/sds

cc: Laura Parrish



CITY OF NEW BEDFORD
BOARD & COMMISSION APPLICATION

RECEIVED
MAR 16 2018

The Mayor is seeking citizens who wish to serve on City Boards and Commissions established to assist and advise the City on specific matters. Please complete this application in full (attach a resume and other information which may assist the Mayor and the City Council in making its selection) and file it with the Personnel Office. The Mayor reserves the right to reject any application. Some appointments are subject to confirmation by the City Council.

PERSONNEL DEPARTMENT

Board/Commission applying for: (see reverse side) Zoning Board of Appeals

Name: Laura Parrish Email: _____

Home Telephone: _____ Work Telephone: _____

Residence Address: _____ Zip: 02740

Present Occupation & Place of Employment: Independent Creative Director, and Co-Owner of Track + Channel

Educational Background: Boston University, BFA

Memberships in Community Organizations or Professional Groups:

Coach and Mentor for EforAll Southcoast, New Bedford Festival Theatre Board of Directors and Marketing Chair, Women's Fund Tiara 5K Committee Member, Volunteer at Grace Church Community Breakfast, New Bedford Area Chamber of Commerce

City Boards and/or Commissions on which you have previously served:

NA

The reasons why you wish to be considered for appointment by the Mayor:
Please see attached document, named "LParrish-Consideration.doc"

Please detail specific areas of expertise:

Business ownership, residential and commercial building renovation, marketing and design.

Please detail specific areas of interest:

Maintaining the integrity of residential and commercial buildings in New Bedford.

Available for meetings in the daytime ☐ evenings ☐ both ☒ (check one)

Resident of the City since what year: 2015

Appointees and incumbents may be required to file a Statement of Economic Interest, as required by the City Council Rules or the Mayor. The statement may require a declaration that you have no interest in conflict with the City of New Bedford. Please return your completed application to the Personnel Department, 133 William St., Room 212, New Bedford, MA 02740.

Applications will be kept on file for two years.

I DECLARE UNDER PENALTY OF PERJURY THAT THE FOREGOING
INFORMATION IS TRUE AND CORRECT.

Signature of Applicant: Laura Parrish Date: 03/07/18

LAURA PARRISH

EXPERIENCE

PRESENT

OWNER, CREATIVE DIRECTOR @ TRACK + CHANNEL

Co-Owner of New England's first fully dedicated indoor running and rowing studio in heart of New Bedford, MA.

PRESENT

DIRECTOR UX/UI @ ALTR

Web, app & Identity designer for a variety of clients including healthcare, B2B, B2C, and non-profit. Experiments with ideas that pushed technological and creative boundaries to bring a new vision to client business goals and objectives.

- Best Doctors
- BD Bright
- Iora Primary Care
- Divvy
- Rental Beast
- Jitterbit

SEPT 2013- AUGUST 2016

MANAGER OF DESIGN @ SAPIENT NITRO

Art directed and oversaw website projects and interactive experiences while managing a team of designers.

- McGraw Hill Education
- Panera Bread
- Citizens Bank
- L.L. Bean

NOV 2007- AUG 2013

ART DIRECTOR @ GENUINE INTERACTIVE

Art directed and conceptualized websites, apps, and interactive experiences. Managed and mentored designers.

- Lysol
- New Balance
- Titleist
- French's Mustard
- Frank's Red Hot
- Tribe Hummus
- Boston Children's Hospital
- New England Baptist Hospital
- Tuft's University
- Northeastern University
- MIT
- Olin College

MAY 2007- NOV 2007

DESIGNER @ BOSTON UNIVERSITY

Responsible for designing and developing websites for academic programs at the Metropolitan College at BU.

EDUCATION

MAY 2007

BFA IN GRAPHIC DESIGN from BOSTON UNIVERSITY

TOOLS & SKILLS

Creative Direction & Art Direction
Strategy & Brainstorming
Team Management
Responsive Design
Web, Web App, iPad & iPhone App Design
Illustration
Photography

AWARDS & RECOGNITION

AWWWARDS Nominee for Divvy
FWA Site of the Day for Andover Walkabout
Gold W3 for Andover Walkabout
Silver W3 for Andover Walkabout
Outstanding Achievement in
How Magazine for Andover Walkabout
Top 10 Best Sports Apps in Apple App Store for
Titleist Suite App
Best of Education at MITX for Andover Walkabout
Best of eLearning at MITX for Boston Children's
Virtual Ventilator

VOLUNTEER WORK

Business Mentor and Coach
Entrepreneurship for All, Accelerator Program
Board of Directors and Marketing Chair
New Bedford Festival Theatre
Committee Member
Women's Fund Tiara 5k Race

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