

Laura Jordan Bambach

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As Group Creative Director at LBi, Laura Jordan Bambach brings together an experimental and innovative use of technological advances and a deep understanding of the functionality and direction of online media.

A creative designer who has worked internationally (Australia, Japan, United Kingdom and the United States) producing content which pushes the boundaries of the medium, Laura cut her teeth as a key figure in the infamous 'geekgirl' hyperzine in the early nineties, and has been involved in the design and implementation of many of the world's most cutting edge digital work for top international brands as diverse as Levi's®, Mini, Bacardi, McCain and T-mobile. She has consistently won awards for her commercial work, and has been honoured with personal recognition including being voted one of the 30 under 30 leaders in IT by industry leaders as part of the Fairfax Group awards in 1999.

After a stint as a lead creative at deepend Sydney, she arrived in London for the deepend head office in 2001, and has worked at a senior level at Lateral, I-D Media London and glue, before coming to LBi after being impressed by their wealth of outstanding talent and commitment to good design.

She lectures and travels extensively, speaking on net art and the cultural implications of the internet, as well as teaching dynamic lab-based and technical digital media classes at major Universities and centres of excellence.