



# miriam

## Art Director | NYC

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### ABOUT ME

Hi! I'm Miriam Langsam and I am an art director and designer with over 15 years of experience at ad agencies. I'm also a content creator running a vegan food blog and social accounts and I'm currently in the process of developing a vegan food product.

### INTERESTS

Food / Illustration / Thrillers /  
Photography / Music / Beer /  
Crafting / Board Games / Branding /  
Pickleball / Hockey / Dogs /

### SIDE HUSTLES

Aeroplane Brewing Co. / Greenpoint Vegan's  
Homebrewing venture / Whitefish Salad  
aeroplanebrewing.com / greenpoint-vegan.com

### SKILLS

██████████ Adobe Photoshop  
██████████ Adobe Illustrator  
██████████ Adobe InDesign  
███ Adobe XD  
██████ Adobe Rush  
██ HTML / CSS

### EDUCATION

2021  
**CalArts Online Coursera Courses: UX/UI Design**  
1. UX Design Fundamentals  
2. Visual Elements of UI

2002 – 2006  
**Syracuse University**  
B.F.A.  
**Advertising Design**  
Cum Laude  
SU in Florence (2005)

2023  
**Socially Ambitious:**  
Influencer's Assistant Course

### EXPERIENCE

APR 2021 – PRESENT

**Greenpoint Vegan**  
NYC

**Founder & Creative Director**

Developed blog and social media accounts to document food adventures which has led to branding, art direction, content creation and consulting for vegan brands. I have also developed a food product, a vegan whitefish salad, that has been featured in one NYC vegan deli.

MAR 2016 – APR 2020 | OCT 2021 – SEP 2022

**Ogilvy | Hogarth Worldwide**  
NYC

(Freelance)

**Digital Designer**

Design, layout and asset creation for banners, emails and microsites in the digital studio for many clients including IBM, Nationwide, Ikea and Workday.

MAY 2015 – APR 2020

**The Musary**  
Remote

(Freelance)

**Creative Director**

Lead re-branding efforts for instrument lending nonprofit. Fulfilled design requests on an as-needed basis.

APR 2016 – JUL 2016

**Second Language Design**  
Remote

(Freelance)

**Associate Creative Director**

Managed creative, internal team, clients, vendors and proposals while founder was on maternity leave.

NOV 2011 – OCT 2015

**Launchpad Advertising**  
NYC

**Senior Art Director**

Integrated campaign and branding work for clients like Nestle, FairPoint and New Directions. Supervised creative and production teams in the development of projects.  
• Selected to be a 2014 LP SXSW ambassador

AUG 2010 – NOV 2011

**Ogilvy: RedWorks**  
NYC

**Art Director**

Websites, videos, emails, banners and rich media for a variety of clients like Amex and Bayer.

APR 2008 – JUL 2010

**Draft FCB**  
NYC

**Junior Art Director**

Digital campaigns, websites print and video work for Computer Associates, HP and other clients

DEC 2006 – MAY 2008

**Kaplan Thaler Group**  
NYC

**Creative Assistant**

Mainly administrative work for 20 creatives but offered ideas and art direction skills on some digital projects.

