



miriam

Art Director | NYC

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ABOUT ME

Hi! I'm **Miriam Langsam**. I am an art director and designer with over 15 years of experience in advertising and design. I also run a vegan food blog and social accounts and I'm currently in the process of developing a vegan food product.

INTERESTS

<i>Food /</i>	<i>Illustration /</i>	<i>Thrillers /</i>
<i>Photography /</i>	<i>Music /</i>	<i>Beer /</i>
<i>Branding /</i>	<i>Board Games /</i>	<i>Travel /</i>
<i>Interior Design /</i>	<i>Hockey /</i>	<i>Plants /</i>

HUSTLES

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

SKILLS

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

EDUCATION

2021	CalArts Online Coursera Courses: UX/UI Design
2002 – 2006	1. UX Design Fundamentals
Syracuse University	2. Visual Elements of UI
B.F.A.	
Advertising Design	2023
Cum Laude	Socially Ambitious:
SU in Florence (2005)	Influencer's Assistant Course

EXPERIENCE

APR 2021 – PRESENT
Greenpoint Vegan
 NYC
Founder & Creative Director
 Created blog and social media accounts to document food adventures which has led to branding, art direction, content creation and consulting for fellow vegan-friendly brands. Also currently developing a vegan whitefish salad that has been featured in two vegan delis in NYC.

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.

