



# miriam

## Art Director | NYC

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### ABOUT

I am an art director and designer in NYC with over 15 years of experience. I also dabble in content creation and product development. I am currently freelancing for companies and clients and I'm open to taking on new work! Feel free to reach out and get in touch.

### 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

<b>Greenpoint Vegan</b>	/	<b>Aeroplane Brewing Co.</b>
Whitefish Salad	/	Homebrewing venture
<a href="http://greenpoint-vegan.com">greenpoint-vegan.com</a>	/	<a href="http://aeroplanebrewing.com">aeroplanebrewing.com</a>

### SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD / Figma
- Adobe Premiere Pro
- HTML / CSS

### EDUCATION

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

### EXPERIENCE

APR 2021 – PRESENT

**Greenpoint Vegan**  
NYC

**Founder & Creative Director**

Built blog and social media accounts documenting food adventures. This has led to branding, art direction, content creation and consulting for brands. Also developing and marketing a vegan food product that has been featured in two 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.

