



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

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

SKILLS

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

EDUCATION

2002 – 2006 Syracuse University B.F.A. <i>Advertising Design</i> Cum Laude SU in Florence (2005)	2021 CalArts Online Coursera Courses: UX/UI Design 1. UX Design Fundamentals 2. Visual Elements of UI
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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.

