



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. Most recently, I've gotten my first in-house job at the quickly growing Middle Eastern fast casual, NAYA and I'm having a blast.

INTERESTS

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

HISTORICAL SIDE HUSTLES

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

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

EDUCATION

2002 – 2006 Syracuse University B.F.A. Advertising Design 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

DEC 2024 – PRESENT | NYC

NAYA

Graphic Designer

Collaborates with marketing team members to create emails, social posts, window vinyls, store signage, menus, merch, labels for products and decks. Has helped with photography and videography, and contributes illustrations and artwork, all to help thoughtfully communicate the NAYA brand mission to consumers and internal teams.

APR 2021 – DEC 2024 | NYC

Greenpoint Vegan

Founder & Creative Director

Built blog and social media accounts documenting food adventures. This led to branding, art direction, content creation and consulting. Also developed and marketed a vegan food product that was featured in two delis in NYC.

APR 2016 – JUL 2016 & FEB 2024 – NOV 2024 | Remote

Second Language Design

Associate Creative Director (Freelance)

2016: managed creative, internal team, clients, vendors and proposals while founder was on maternity leave. 2024: helped founder with design, communicating with team and clients on larger scale projects.

MAR 2016 – APR 2020 & OCT 2021 – SEP 2022 | NYC

Ogilvy & Hogarth Worldwide

Digital Designer (Freelance)

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 | Remote

The Musary

Creative Director (Freelance)

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

NOV 2011 – OCT 2015 | NYC

Launchpad Advertising

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 | NYC

Ogilvy: RedWorks

Art Director

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

APR 2008 – JUL 2010 | NYC

Draft FCB

Junior Art Director

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

DEC 2006 – MAY 2008 | NYC

Kaplan Thaler Group

Creative Assistant

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

