miriam

Art Director | NYC

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ABOUT

I am an Art Director and Designer in NYC with a passion for helping brands reach their visual potential. I have worked at agencies for most of my career but I also very much enjoy working in-house and with clients where I can make a strong, positive impact.

INTERESTS

Food / *Illustration /* ***Board Games /*** *Plants /*
Art / ***Music /*** *Hockey /* ***Movies /***

HISTORICAL SIDE HUSTLES

Greenpoint Vegan
Whitefish Salad
greenpoint-vegan.com

Aeroplane Brewing Co.
Homebrewing venture
aeroplanebrewing.com

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

EXPERIENCE

DEC 2024 – PRESENT | NYC
NAYA
Senior Graphic Designer
Oversees the NAYA branding across channels. Have created campaigns, emails, social posts, window vinyls, restaurant signage, restaurant artwork, menus, merch, packaging and offer direction at photoshoots 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 projects, the team, clients, vendors and proposals while founder was on maternity leave.
2024: Designed logos, websites and a variety of collateral while managing client expectations and communications.

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.