



graphic designer & production artist

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## experience

**MOTHER** New York 2016–2019

**Studio Production Artist**

- Design marketing materials, (for internal and client use) including swag, prototypes, pitch decks, business cards, and provide website support for affiliate company
- Build print, digital, and OOH ad mechanicals for clients such as Stella Artois, Target, JW Marriott, Diamond Producers Association, Headspace, N°7, and Wrangler
- Create print and digital artwork for yearly World Water Day experiences, as well as for inventising initiatives surrounding these events

**ROSE GREENSTEIN GRAPHIC DESIGN** New York 2014–2016

**Freelance Projects Include:**

- Design of Hennessy promotional materials at Manhattan Marketing Ensemble
- Experiential production design for Bacardi events at Magnetic Collaborative
- Art direction, design, and implementation of Intermix Splash website
- Design and production for Airbandb promotional events at Hewn Bros
- Experiential design, including social media campaigns, at ION Marketing
- Creation of web banners for Maguire Family of Dealerships

**VAN WAGNER COMMUNICATIONS** New York 2010–2014

**Manager of Creative Services** 2013–2014

- Managed \$1.5M annual production business of billboards, vehicle wraps, and street furniture for placements across the country. Delivered exceptional client satisfaction by working closely with printers to achieve accuracy and on-time postings
- Conducted brand refresh; creating business-winning sales and marketing materials, product spec sheets, corporate brochures, invitations, and RFPs
- Supervised Creative Department interns and freelancers

**Designer** 2010–2013

- Created environmental graphics and promotional pieces, both print and digital, for experiential marketing campaigns
- Designed billboards, digital billboards, phone kiosks, and aerial banner ads
- Orchestrated rollout of Van Wagner website, coordinating with third-party vendor

**JESSICA WEBER DESIGN** New York 2010

**Freelance Designer**

- Developed brochures from concept through production
- Designed invitations, newsletters, postcards, posters, and application forms

**FLY COMMUNICATIONS** New York 2009

**Design Intern**

- Created ad mechanicals and executed e-blast campaigns

**THE JEWISH MUSEUM** New York 2006–2008

**Marketing Associate**

- Designed a variety of marketing materials, including HTML emails
- Implemented social networking initiative on Facebook

## skills

• **Adobe CC:**

InDesign, Illustrator, Photoshop, Acrobat Pro, After Effects

• **Microsoft Office Suite:**

Word, Excel, PowerPoint

• Keynote

• Google Docs

• Tripple Triangle Mechanical Cubed

• WordPress, HTML

• Blogging

• UX knowledge

• Experiential marketing

• Email marketing

• OOH advertising

• Internal & external client service

• Teamwork & collaboration

## education

**GENERAL ASSEMBLY** New York

**UX Design Bootcamp** 2014

**PRATT INSTITUTE** New York

**AOS, Graphic Design** 2010

High Honors, President's List

**UNIVERSITY OF MICHIGAN** Ann Arbor

**BA, Art History & English** 2002

Academic Honors

## published

**LARA MCCORMICK, *Playing With Type***

Massachusetts: Rockport, 2013

