



# graphic designer & production artist

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## design experience

**MOTHER** 2016–2024

**Lead Production Designer** 2022–2024

- Managed production design of marketing materials including press kits, packaging, business cards, mailers, and stickers
- Produced handcrafted props, booklets, and other pitch theater swag
- Provided website maintenance and support for Mother and Mother subsidiaries
- Served as interim manager of Studio Department staff and mentored summer interns

**Production Artist** 2016–2022

- Created print, digital, and OOH ad mechanicals for clients such as Stella Artois, Target, JW Marriott, Panera Bread, Dave & Busters, Tripadvisor, Headspace, and RoC Skincare

**ROSE GREENSTEIN GRAPHIC DESIGN** 2014–2016

**Freelance Designer**

- Designed printed promotional pieces and digital assets for clients such as Hennessy, Maguire Family of Dealerships, and ION Marketing
- Designed and produced wayfinding and environmental art for clients such as Bacardi, Airbnb, Avion Tequila, and Nascar
- Art directed, designed, and built Intermix Splash website

**VAN WAGNER COMMUNICATIONS** 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 Van Wagner 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
- Project Managed rollout of Van Wagner website, coordinating with third-party vendor

**JESSICA WEBER DESIGN** 2010

**Freelance Designer**

- Designed brochures, invitations, and newsletters from concept through production

**FLY COMMUNICATIONS** 2009

**Design Intern**

- Created ad mechanicals and executed e-blast campaigns

**THE JEWISH MUSEUM** 2006–2008

**Marketing Associate**

- Designed marketing materials including HTML emails and printed mailers

## skills

- **Adobe CC:** InDesign, Illustrator, Photoshop, Acrobat, After Effects, XD
- Figma
- WordPress, HTML, Divi Theme
- **Microsoft Office Suite:** PowerPoint, Word, Excel,
- Google Slides, Keynote
- Mechanical Cubed
- Midjourney
- Slack

## education

**GENERAL ASSEMBLY**

**UX Design Bootcamp**

**PRATT INSTITUTE**

**AOS, Graphic Design**

High Honors, President's List

**UNIVERSITY OF MICHIGAN**

**BA, Art History & English**

Academic Honors

## other experience

**CENTRAL PARK ZOO**

**Wildlife Guide**

**INTERNATIONAL CENTER OF PHOTOGRAPHY**

**Membership Intern**

**AMERICAN MUSEUM OF NATURAL HISTORY**

**Photography Intern**

**CHRISTIE'S AUCTION HOUSE**

**Jr. Specialist, 20th c. Decorative Arts**

## publication

**PLAYING WITH TYPE**, Lara McCormick

Massachusetts: Rockport, 2013