



graphic designer & production artist

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experience

MOTHER New York 2016–Present

Studio Production Artist

- Design marketing materials for both Mother and client use, including prototypes, swag, pitch decks, business cards, and provide website support
- Build print, digital, and OOH ad mechanicals for clients such as Stella Artois, Target, JW Marriott, Headspace, N°7, Wrangler, Tripadvisor, and RoC Skincare
- 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
- Mechanicals
- 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

