



innovative art director & graphic designer

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experience

ROSE GREENSTEIN GRAPHIC DESIGN New York 2010–Present

Art Director & Designer—freelance projects include:

- Experiential design and production at Magnetic Collaborative
- Art Direction, design, and implementation of Savy Paint website
- Production design for Airbandb mini golf course for promotional event
- Experiential design including social media campaigns at ION Marketing
- Art direction and print design for Partnership for Parks

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, 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 range of marketing materials, including HTML emails
- Implemented social networking initiative on Facebook

ROOM & BOARD New York 2004–2006

Design Associate & Technical Trainer

- Responsible for over \$1.3M in furniture sales
- Functioned as staff computer trainer and troubleshooter

CHRISTIE'S INC. New York 2002–2004

Junior Specialist, 20th Century Decorative Arts

- Researched, priced, and catalogued incoming auction property
- Coordinated catalogue photography and layout

skills

• **Adobe CS6 & CC:**

InDesign, Illustrator, Photoshop, Muse, Acrobat Pro, After Effects, Dreamweaver

• **Microsoft Office Suite:**

Word, Excel, PowerPoint

• WordPress, HTML, Transmit

• Google Docs

• Blogging & social media

• UI/UX knowledge

• Mac & PC

• Digital & darkroom photography

• Composition, color & typography

• Experiential marketing

• OOH advertising

• Internal & external client service

• Teamwork & collaboration

• Jewelry making & repairs

• Super sense of humor!

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

volunteer

• Central Park Zoo

• International Center of Photography

• American Museum of Natural History

