

Genster

New York, NY
2016–2023

Design Lead, 2021–2023

Promotion to encompass increased scope of responsibility, in addition to continuing Brand Designer duties:

- Maintain a 360° project view while managing day-to-day details of project scope, creative direction, timeline, and budget to facilitate cohesion among project managers, design directors, and designers
- Act as the point of contact with internal architectural, interior, and digital design teams as well as external client teams, vendors, and consultants
- Lead client presentations to clearly communicate design ideas, absorb feedback, and gain approvals by guiding clients toward informed decisions and advocating for optimal design solutions

Brand Designer, 2016–2021

- Produce exceptional design work for fast-paced, multifaceted, high-profile projects
- Create design programs for branded environments, signage, and wayfinding projects with consideration to clients' goals, brand, and storytelling; fabrication feasibility; and spatial context
- Participate in design process from initial client input and project research through concept, development, documentation, and implementation
- Prepare presentations and visualizations (renderings, animations, diagrams) to effectively convey concepts
- Study and clearly present message systems for signage, wayfinding, and/or brand content strategy, from high-level programming to detailed executions
- Document design intent packages, location plans, and message schedules for bidding and fabrication
- Ensure proper implementation through shop drawing review, fabrication QA and sampling/mock-ups, vendor coordination and collaborative technical problem-solving, and punch-list
- Balance multiple concurrent projects at various stages of design process, taking initiative to move projects forward, align with teams, initiate timely reviews, and meet project schedules
- Collaborate closely within brand design team as well as with interiors, architectural, digital teams and others to ensure harmonious integration of brand elements into the overall environment

Viacom

New York, NY
2015–2016

Freelance Designer

- Designed a variety of materials supporting Viacom's external and internal communications for print, web, and video. Projects included program campaigns, logos, presentations, invitations, events, and ads
- Collaborated with copywriters to develop creative concepts targeting audiences ranging from external corporate partners to all Viacom employees internationally
- Executed design directions from Creative Director and Art Directors to meet clients' goals while anticipating trends and positioning Viacom as a tastemaker and leader in creative expression and entertainment

National Building Museum

Washington, DC
2011–2014

Graphic Designer

- Presented strategic, creative design solutions in collaboration with all museum departments to meet a broad range of needs: exhibition design, signage and wayfinding, ads, promotional materials, invitations, web graphics, animations, mobile app, photography, art direction, and more
- Created identities, ads, and environmental graphics for summer marketing campaigns and select exhibitions, working directly with curators, exhibition installers, marketing staff, fundraisers, and visitor services
- Designed and oversaw production of monthly print calendar: managing content submission, planning delivery timelines, and coordinating postal processes with printer
- Implemented redesigned brand identity throughout all museum graphics
- Initiated internal projects such as codifying brand guidelines and creating a new online annual report format
- Coordinated with vendors to produce high-quality finished materials within budget constraints
- Contributed to marketing brainstorming, copywriting, and editing for grammar and style

Positype

Remote
2011–2016

Type Designer

- Designed and produced original typefaces for release through Positype foundry
- Assisted in production of select typefaces released through Positype foundry
- Brainstormed marketing concepts and contributed to copywriting and editing

Education

The University of Georgia

Athens, GA, 2007–2011
BFA – Graphic Design
Honors Program; Magna Cum Laude

Tools & Skills

Adobe Creative Suite, CADTools, Microsoft Office, Keynote, Google Slides, Glyphs, laser cutting, reading plans and construction drawings, proofreading and copywriting

Involvement

Open House New York, volunteer, 2022–present
Type Directors Club, member, 2014–present
Society of Typographic Aficionados, member, 2013–present
American Jewish World Service, 2013–present