

MERYL FRIEDMAN

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EXPERIENCE

Housing Works

Designer, *April 2010–present*

In-house designer at a New York nonprofit that serves homeless and low-income New Yorkers. Responsibilities include design and production of environmental graphics for Thrift Shops & Bookstore Cafe, invitations and graphics systems for annual benefit galas, design and coding for HTML e-mail blasts, collateral for advocacy actions, copy-writing and photography/videography support.

Project M Frankfurt

Participant, *September 2010*

Project M is an intensive collaborative design program founded by John Bielenberg. Our team created a guerilla poster campaign to contradict Frankfurt's image as a city of bankers and workaholics.

Redken (L'Oréal USA)

Designer, *March 2007–October 2009*

Member of in-house Creative Department. Created print and digital collateral for the domestic and international markets to support product launches and seasonal campaigns. Helped to define brand guidelines implemented globally. Worked with outside retouchers, photographers, and printers.

Time Magazine

Freelance Designer, *October 2006–March 2007*

Designer for Special Projects section of *Time's* Art Department. Worked on subscriber-only content and special issues such as *Best Inventions 2006* and *Person of the Year*. Collaborated on the development of *Time's* redesign, led by Luke Hayman of Pentagram.

New York Magazine

Freelance Art Production Designer, *September 2006*

Worked on art production team preparing magazine for publication. Typeset listings and assisted art, editorial and production staff with corrections and image management.

Paste Magazine

Design Intern, *March 2006–May 2006*

Created ads, print, and web collateral for an international music and culture magazine based out of Atlanta.

District

Art Director, *September 2005–March 2006*

Responsible for layout and design of student newspaper. Worked directly with editor-in-chief on cover conceptualization, managed editorial and ad placement, and handled pre-press. Designed collateral including promotional posters, stickers, and tee shirts.

EDUCATION

Savannah College of Art & Design

BFA in Graphic Design, *March 2006*

School of Visual Arts

Information Design Continuing
Education course, *2011*

NYC Resistor

HTML5/CSS3 Intensive Workshop, *2011*

SKILLS

Design

Print design, environmental, editorial layout, infographics, HTML/CSS, e-mail design, point-of-purchase, packaging, advertising, pre-press and production.

Software

Expertise in Adobe Creative Suite (InDesign, Photoshop, Illustrator, Bridge), Quark XPress. Familiarity with Coda/Transmit, Expression Engine, Basecamp, iMovie.

Other

Photography and retouching, hand-made comps, silkscreen printing, letterpress, hand-rendering, book-binding, bicycling.

FREELANCE CLIENTS

Dieu Donne
O.U.R. Waterfront Coalition
Pureology
Brooklyn Based
Casa Food & Wine
The Gallery Recording Studio