

MERYL FRIEDMAN

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EXPERIENCE

General Assembly

Brand Design Lead, *May 2014-present*

Currently manages a team of three mid- and junior designers in creating digital and analog design solutions that express and uphold GA's brand standards. Collaborates with internal stakeholders on conceptualization, strategy, and implementation for Ecommerce/ Digital Product, Marketing, and Campus Education departments, as well as supervises fulfillment of requests for additional internal clients. Commissions and oversees freelance photographers and designers. Worked with the Ecommerce Product Manager on researching, wire-framing, and designing a new website feature that was responsible for a 12.6% increase in lead conversion.

360i

Senior Designer, *November 2012-February 2014*

Lead designer on responsive website design for Harlem Children's Zone. Supervised all visual identity applications for 360i-branded campaigns, including 360i.com's 2013 homepage relaunch. Developed a comprehensive identity system for the 2013 Marketing Summit—attended by 200+ senior-level clients—including responsive website, e-mails, and on-site signage & graphics. Worked with a variety of clients including Clinique, Coca-Cola, AT&T, and Scotts Lawn Care. Created and taught workshop on Design Aesthetics for Presentation to over 200 employees.

Housing Works

Senior Designer, *April 2010-October 2012*

Member of the Marketing & Communications department at a non-profit that serves homeless and low-income New Yorkers living with HIV/AIDS. Headed rebranding of Housing Works Bookstore Cafe, from exterior facade design & environmental graphics, to branded premiums & digital collateral. Collaborated with the Design Director to define brand standards for the brand's core identity, thrift shops, health services, and advocacy endeavors. Created invitations & visual branding for annual benefit galas, designed & coded HTML e-mail blasts to mailing list of over 92,000 recipients, and managed junior designers, freelancers, and design interns.

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. Supervised 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.

EDUCATION

Savannah College of Art & Design

BFA in Graphic Design, *March 2006*

School of Visual Arts

WordPress Theme Development and Customization Course, *Fall 2012*
Information Design Course, *Fall 2011*

SKILLS

Design

Responsive web design, HTML/CSS, comprehensive branding, print, environmental graphics, editorial layout, infographics, e-mail design

Software

Expertise in Adobe Creative Suite (InDesign, Photoshop, Illustrator, Bridge), Quark XPress, PowerPoint, and Keynote; familiarity with Sketch, GitHub, WordPress, and Jira.

FREELANCE

Birchbox
Atmosphere Proximity/BBDO
Radical Media
La Mer
Pureology
New York Magazine
Dieu Donné
Hester Street Collaborative
Brooklyn Based
Dispatch Magazine

TALKS

"The Best Internship I Ever Had: How to Make the Most of Your Time at Your College Newspaper" with Julie Turkewitz. Presented at the College Media Association's Spring National College Media Convention, *March 2013*