



hillary friedman
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work experience

Hillary Friedman Design LLC || 12/2004 to Present

Fulltime freelance designer specializing in the design and production of print and online materials. Including sales, marketing and events collateral, brochures, catalogs, ads, PowerPoint presentations, websites, online ads, HTML e-mail marketing and iPhone and iPad apps.

Partial Client List:

Adweek Magazines, The Advertising Club of New York, The Art Directors Club, Budget Travel, Burton Snowboards, CLIO Awards, Ecclissi, Fast Company Magazine, G23, Good Housekeeping, Gucci, HopStop.com, Jurlique, JustRightResumes.com, Lucky Magazine, NIKE, Newsweek, Nielsen Media, Penton Media, The Partnership for a Drug-Free America, Shakespeare in the Park, Teen Vogue, TIME, Reach Global Music Publishing, Stormi Sees, Inc., The American Committee for the Weizmann Institute of Science

Advertising Women of New York || 2000 to 2007

Lead graphic design workshops for AWNY's annual college student conference

Good Housekeeping Magazine || Art Director, Marketing || NY, NY || 4/2004 to 12/2004

- Established art department to support the ad sales and marketing teams (30+ people)
- Engineered workflow and procedural guidelines, hired and manage a direct report, freelance designers, interns and illustrators
- Maintained and enhanced *GH* brand identity through strategic, well-designed and consistent executions in print and online, worked with marketing team to create advertiser-focused solutions, and oversaw the creation of business to business big ideas, presentations, media kit, sales sheets and event collateral

Adweek Magazines (Nielsen Media) || Promotion Art Director || NY, NY || 2/2001 to 4/2004

- Head of Creative Services for the Sales, Marketing, Events and Conferences for 6 magazines (*Adweek, Brandweek, Mediaweek, Editor & Publisher, Technology Marketing and Sales & Marketing Management*)
- Work with project managers, sales staff, publishers and VPs to create all promotional materials from concept to completion: including postcards, sellsheets, direct mailers, brochures, signs, media kits, house advertisements, banner ads and HTML email
- Reorganized department by establishing guidelines for requesting design projects and project approval
- Established relationships with printers in order to keep costs down, responsible for requesting estimates and choosing printers
- Hired and managed illustrators, photographers, freelancers and assistants

Dreamlife.com || Graphic Designer: Print & Web || NY, NY || 2/2000 to 2/2001

- Created a print art department to create collateral materials downloadable PDF files and promotional items
- Researched, found and established relationships with printers
- Sole Designer/Producer of banner and button ads for use on internal and external sites
- Designed web pages for a redesign of the website as well as producing GIFs and JPEGs and designing image templates

Channell Communications || Graphic Designer || NY, NY || 10/1998 to 2/2000

- Designed and produced collateral and promotional materials; scanned, retouched and manipulated images; created original artwork
- In direct contact with and/or management of clients including: Merrill Lynch, *National Home Center News Magazine, Today's Homeowner Magazine, Times Mirror Magazines and Departures Magazine*

International Media Partners || Graphic Designer || NY, NY || 6/1997 to 10/1998

- Designed and implemented new image for company
- Responsible for all design, production and pre-press of invitations, brochures, signs, flyers, postcards, media kits, letterhead, business cards, envelopes, and logos

Emerging Markets (The Newspaper of Record for the World's Development Banks)

- Designed and produced editorial pages, house advertisements, illustrations and supplements
- Participated in press runs and color proofing as well as communicated directly with printers
- International travel to the World's Development Bank meetings in Hong Kong, Colombia, Switzerland, Ukraine and West Africa

skills

InDesign CS5, Illustrator CS5, Photoshop CS5, Quark XPress, Scanning, Retouching, BBEdit, MS Word and PowerPoint

education & professional training

University of Wisconsin-Madison || BS in Art: Graphic Design Concentration
School of Visual Arts Continuing Education || Introduction to HTML, Introduction to Flash
Cooper Union Adult Education || Typography 2, B/W Photography and Spanish
Dale Carnegie Training || Effective Speaking and Human Relations

interests

Travel, Skydiving, Snowboarding, Fitness, Pop Culture, Fine Art and Volunteering