

work experience

Hillary Friedman Design LLC || 12/2004 to Present

Weizmann Institute of Science – NY

Design of invitations, programs, newsletters and web ads

VNU Corporate Events – NY

Design logos, signs, print & banner ads, html email, programs, mailers, etc.

Emilio Antonio Hair Studio (emilioantonio.com) – NY

Designed and produced website and promotional materials

Virgo Communications (virgo-comm.com) – NY

Created corporate identity by designing logo, stationary and website

American Friends of Beth Hatefutsoth – NY

Created original artwork and designed an invitation, book and supplement for The Museum of the Jewish Diaspora in Tel Aviv, Israel.

Other Clients include:

The Advertising Club of New York, Avenue A Restaurant, Burton Snowboards, Budget Travel, Couture International Jeweler, CLIO Awards, Engstrom Artist-Blacksmithing–engstromab.com, Ever-Faster News, Galactic Poodle Studio–galacticpoodle.com, Health Solutions PDA–healthsolutionspda.com, Jeff Vinick Medoff Inc., Mindful Mama–mindfulmama.com, National Jeweler, New York Institute of Finance, Primedia, Partnership for a Drug Free America, Reach Global, Rob Garcia–Robgarcia.com

Advertising Women of New York – 2000 to Present

Conduct 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 || 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, sell sheets, 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

- Hired to start 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

Expert in Quark XPress, Illustrator, Photoshop, Image Ready, Scanning, Retouching and Microsoft Office on MAC & PC  
Proficient in BBEdit, Homesite, InDesign 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 || *The Effective Speaking and Human Relations Course*

Interests

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