Maggie Lerman

214 6th St, #1
Jersey City, NJ 07302

646.467.4522
lerman.maggie@gmail.com

www.maggielerman.com

SUMMARY

- Versatile graphic artist with 5+ years experience in responsive web design
- Expert knowledge of the Adobe Creative Suite, including Photoshop, InDesign, and Illustrator
- Proven history of designing print-ready, on-brand sales & marketing collateral
- Adept in the areas of brand identity and brand management, with proven experience delivering unified, brand materials

---

SKILLS

- Expert Level **Adobe Creative Suite** (Photoshop, InDesign, Illustrator)
- Advanced experience building **clickable prototypes** for a variety of web and mobile applications (**Adobe XD, Invision**)
- Proven experience in **UI/UX** design
- Fluency in **HTML5 & CSS3**

- Experienced in modern **Javascript** frameworks
- Expert level understanding of modern **bootstrap frameworks**
- Advanced understanding of **eCommerce best practices**, including Amazon marketplace and Shopify CMS experience

---

WORK HISTORY

10. 2018 - PRESENT   GRAPHIC DESIGNER
Rocketrip — New York, NY

- Designed collateral such as case studies, marketing one-pagers and social media materials to support corporate branding strategies
- Developed & implemented iconography library for use across all brand marketing, sales, and customer support materials
- Conceptualized content, design and periodic updates to the company website in coordination with freelance design agency
- Collaborated with associates in marketing & product to achieve cohesive brand strategy

07. 2017 - PRESENT   FREELANCE GRAPHIC DESIGNER
Self-Employed — New York, NY

- Established and maintained productive, professional working relationships with small business owners in need of creative services
- Managed customer expectations with open consultations and frequent communication.
- Designed social media content and pay-per-click social ad campaigns
- Used advanced working knowledge of html and css to design and launch countless eCommerce and small business websites for freelance clients looking to expand their marketplace reach

10. 2016 – 01. 2017 **SENIOR GRAPHIC DESIGNER**
Eastern Coast Digital — New York, NY

- Worked effectively with internal Scrum team to design deliverables that elevated and strengthened clients' brand-message
- Used advanced experience with rapid prototyping software including Invision and Adobe XD to create clickable, high quality prototypes for mobile and web applications
- Employed expert knowledge of the Adobe Creative Suite to develop complete brand profiles for agency clients
- Collaborated with engineering team to design and develop fully responsive websites
- Mentored junior members of creative team in best practices, brand cohesion, and mobile-first design.

06.2014 – 10.2016 **GRAPHIC DESIGNER**
Eastern Coast Digital — New York, NY

- Worked alongside the client, creative lead, and project manager to deliver high quality, user-focused design materials.
- Assisted in the development of a cohesive brand identity for numerous agency clients, including unifying digital and print campaigns for maintaining clear brand message
- Applied advanced knowledge of Adobe Creative Suite to design high-quality digital and print material for use in advertising and brand marketing

05.2012 – 04.2014 **PRINCIPAL CONSULTANT**
Self-Employed — New York, NY

- Worked with small businesses to improve web and marketplace presence, specializing in creating seamless omni-channel integration
- Developed and optimized private eCommerce websites
- Collaborated with clients on white label brand development and optimization for Amazon marketplace selling
- Experienced Shopify Partner

EDUCATION

2017 **42 SILICON VALLEY**
Continuing Education, Computer Science

Six month intensive in the fundamentals of computer science, taught in the C programming language

2011 **FORDHAM UNIVERSITY**
BS, Psychology

2008 **CAMBRIDGE UNIVERSITY**
Coursework, Art Criticism