

## Experience

### Curinos (formerly Novantas) | New York, NY

September 2016 – Present

#### Lead Brand Designer, 2020 – Present

- Led the Curinos brand refresh across all print, digital, and web touchpoints. Ensured that brand met all WCAG accessibility standards. Managed project lifecycle.
- Led design and UI/UX enhancements on website to improve user journey, creating wireframes in Figma and building landing pages, post templates, and custom blocks in WordPress.
- Created multi-channel campaigns with branded videos, graphics, packaging, and promotional items for leading industry events, boosting engagement and brand awareness.
- Designed content for large external initiatives, creating multimedia assets including videos, animated GIFs, social tiles, social carousels, PowerPoint decks, and standalone infographics for product launches and promotional campaigns, paid and organic.
- Developed internal resources, including company-branded PowerPoint master slide templates, email templates, and videos, to support effective internal communication and supporting events. Updated intranet to ensure all colleagues had access to useful, up-to-date files.
- Built email templates in HubSpot, driving improvements in both reach and engagement metrics.
- Built out Canva template library, expediting creation of on-brand social graphics and animations.
- Managed banner and retargeting ads, leveraging strategic partnerships for campaign enhancement.
- Branded, produced, and edited the 'Curinos (F)insights' podcast, managing life-cycle.
- Established cross-functional collaboration using Asana for project management, resulting in improved project efficiency and streamlined communication among team members.

#### Graphic Designer, 2016 – 2020

- Design lead on redesign for quarterly company print magazine the *Curinos Review* (then known as the *Novantas Review*). Built new digital magazine in WordPress. Managed printer relations.
- Managed company's websites and social media pages. Built out custom WordPress taxonomies and functions to update backend. Created unique page templates using PHP for advanced functionalities.
- Built animated chart functions to digital thought leadership for a more interactive user experience.
- Directed email campaigns via ActiveCampaign and Mailchimp.



### Flagbearer Games | Jersey City, NJ


September 2018 – Present

#### Art Director and Multimedia Producer

- Art directed and designed Flagbearer Games projects, including the tabletop roleplaying game *Nations & Cannons Core Rule Book*, Misfire Card Deck, enamel pins, convention signage, and additional collateral.
- Produced motion graphics, video, and social assets to support marketing efforts, each tailored to the appropriate channel.
- Created original graphics, video, and animations for Kickstarter launch — goal was exceeded by \$100,000+.
- Built and managed company websites, enhancing user experience and visual appeal.

**Adrienne Cohen**  
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**Skypunch Creative | Brooklyn, NY**

**June 2013 – September 2016**

Design Lead

- Designed and illustrated children's and adult-centric books. Managed printer relations, ensuring quality.
  - Art directed and executed layout for the *State & Local Energy Report* quarterly magazine.
  - Developed custom infographics, illustrations, and vector art for effective communication to diverse audiences through print materials.
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## Education

**Pratt Institute | Brooklyn, NY**

Bachelor of Fine Arts in Communications Design (focus graphic design), graduated with Honors

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## Technical Skills

### Design Tools

Adobe Creative Suite (After Effects, Illustrator, InDesign, Media Encoder, Photoshop), Canva, Figma, HTML/CSS, PowerPoint, Squarespace, WordPress

### Email & Social Media Marketing

ActiveCampaign, Hubspot, Mailchimp, Social Media Channels (Facebook, Instagram, LinkedIn, TikTok, etc.)

### Office Tools

Dropbox, Google Analytics, Google Workspace, GoToWebinar, Microsoft 365, Microsoft Office Suite, Zoom

### Podcast Tools

Adobe Audition, Audacity, Buzzsprout, Zencastr

### Project Management

Agile Scrum Methodology, Asana, Basecamp, Discord, JIRA, Slack