



Hillary Friedman
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professional *profile*

Graphic Designer with extensive experience spanning a diverse range of industries including sports, finance, publishing, PR, technology, beauty and digital media.

skills & *capabilities*

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat)
- PowerPoint, Keynote, HTML, SquareSpace, Strikingly, Shopify, MailChimp, ConstantContact
- Extensive print production and digital asset creation experience

freelance *experience*

12/04 to Present | Hillary Friedman Design, LLC

Full-time freelance graphic designer specializing in the design and production of print, presentation and digital materials including:

- PowerPoint & Keynote Presentations
- Email Marketing (MailChimp/Constant Contact/HTML)
- SquareSpace/Strikingly Websites & Front End Design
- Logo & Brand Design
- Social Media Asset Creation
- Sales, Marketing & Event Collateral

Small Business Experience:

Working on multiple projects at once and delivering on-time or in advance, project management, managing client relationships, book keeping and budgeting.

Partial Client List:

- NIKE
- Facebook/Instagram
- The AD Club of NY
- Burton Snowboards
- CinemaCon
- Edelman
- Fast Company
- Gucci
- Reuters
- Shakespeare in the Park
- Starbucks
- Tricoci Salon & Spa

work *experience*

04/04 to 12/04 | Good Housekeeping Magazine | Art Director, Marketing & Sales | New York, NY

- Established an art department to support the ad sales and marketing teams (30+ people)
- Engineered work flow 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

05/01 to 04/04 | Adweek Magazines | Promotion Art Director | New York, NY

- Head of Creative Services for the Sales, Marketing, Events and Conferences for 6 magazines
- Worked 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

03/00 to 05/01 | Dreamlife.com | Graphic Designer: Print & Web | New York, NY

12/98 to 03/00 | Channell Communications | Graphic Designer | New York, NY

6/97 to 12/98 | International Media Partners | Graphic Designer | New York, NY

education & *interests*

University of Wisconsin-Madison | BS in Art: Graphic Design Concentration
School of Visual Arts Continuing Education | Introduction to HTML

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