Lena Margulis
art director

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EXPERIENCE

December 2019 - Present
Freelance Designer

- Custom logos and branding
- Presentations and infographics
- Brochures and posters
- Custom illustration

August 2013 - August 2016
Production Specialist @ Frontiers Media SA, Lausanne, Switzerland

Handled all phases of article production process:

- Quality control of files prior to start of production
- Supervision of copyediting, formatting, and proofing of articles as per Chicago Style Manual
- Worked closely with a team of editorial journal managers and web producers
- Maintained the production guidelines for new team members and handled training

January 2011 - July 2012
Junior Art Director @ White Ink., New York, NY

Worked on accounts: American Express, Fishman, Flat World Knowledge, 853 Schools, and COFCCA. Collaborated with the Chief Creative Director on concepts and execution of:

- Designing print ads, packaging, corporate identity and various promotional print materials
- Conceptual design of websites, email blasts and web banners
- Developing print advertising visuals for a client pitch which was later shot for published ads

July 2008 - July 2009
Graphic Designer/PA to V.P. Design @ Liz Claiborne Inc., New York, NY

Assisted the jewelry and handbag design team for Liz&co, Marvella, Axcess and Atract brands:

- Worked on new prints, logos and patterns, designed and made samples for new packaging
- Built props, prepared design presentations and inspiration boards for showrooms
- Coordinated travel arrangements; airfare/lodging/rental cars. Processed expenses in Concur
- Managed logistics for visiting vendors and event planning

January 2008 - May 2008
Design Intern @ The Ad Store, New York, NY

Worked on accounts: Zappos.com, ELAL Airlines, Papyrus, Ephickacy, and the MetroCenter.

Assisted the creative team in design and production tasks such as:

- Preparing existing ads for different publications
- Working on illustrations and photo retouching for materials to be used in ads
- Creating HTML layouts for web site proposals to client

November 2006 – January 2008
Part-Time Programming Assistant @ TheCreativeCoalition.org, New York, NY

- Co-maintaining the company's database
- Handling mail blasts and RSVPs for events
- Running day to day event organization tasks under the Program Manager
- Designing event invitations and programs

EDUCATION

Fashion Institute of Technology
New York, NY

BFA Degree, Advertising Design
Awarded May 2011

- *Cum laude*
- Minor: History of Art and Civilization
- Dean's List: Fall 2009 & Spring 2010

AAS Degree, Communication Design
Awarded May 2008

- Magna *cum laude*
- Dean's List: Spring 2007

SKILLS

- Ps
- Ai
- Id
- Dw
- W
- X
- P

- Familiar with cross-browser and cross-platform issues on PC and Mac
- Strong organizational, troubleshooting and multitasking skills
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LANGUAGES

English
Hebrew
Russian