

# Maggie Lerman



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## SUMMARY

Multi-functional designer and creative strategist with extensive experience taking projects from ideation through to completion. Adapts quickly to new technologies and passionate about doing more with less on the web. Eager to explore roles that require entrepreneurial thinking and an interdisciplinary approach.

## SKILLS & TECHNOLOGIES

Product Design: **Figma, Sketch, Adobe XD**, Wireframing, Rapid Prototyping, Design Systems

**Brand Identity:** Brand Guidelines, Presentation Design, Brand Cohesion

CSS Frameworks: **Tailwind, Bootstrap**

Version Control & Web Hosting: **Github, Vercel, Netlify**

Adobe Creative Suite: **Photoshop, InDesign, Illustrator**

Html Templating Languages: **Nunjucks, Handlebars, Liquid**

Javascript: **Next.js, React, Alpine.js, Vanilla**

Static Site Generators: **Eleventy, Gatsby**

## EXPERIENCE

### Citigroup

May 2022 - June 2024  
New York, New York

#### Assistant Vice President of Visual Design, Global UX

- Worked closely with product owners across the organization to create best-in-class enterprise financial management applications.
- Provided cross-functional support to a large team of designers and engineers in order to create and maintain a Global Design System and Component Library for use across all Citi enterprise products.
- Collaborated with senior management on strategic design initiatives to drive organizational success and improve client satisfaction.
- Acted as liaison between junior designers and senior design leadership.

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**Creative Consulting**  
Oct 2020 - May 2022  
New York, New York

#### Principal Designer and Creative Strategist

- Strategized, designed, and executed on web, social media, and traditional print advertising projects for clients looking to establish brand recognition and expedite growth.

### Suzy

May 2019 - Aug 2020  
New York, New York

#### Marketing Design Lead

- Owned all marketing collateral (one sheets, sales decks, booth wraps, event signage.) for sales and customer service teams.
- Owned the art direction and project management for the COVID Insight Hub, and executing on weekly deck designs and social media campaigns for company's successful webinar series.
- Worked in collaboration with CEO, and others in the C-Suite, to build and design pitch deck that was used during Suzy's \$34 Million Series C Fundraise.

### Rocketrip

Sep 2018 - Apr 2019  
New York, New York

#### Designer (contract)

- Collaborated with marketing, product, executive team in conceptualization and execution of brand refresh
- Owned the design and execution of Rocketrip case studies in collaboration with sales team and enterprise customers (ex. Twitter, Kelloggs, H&M)

## EDUCATION

2017  
Freemont, California

**42 School, Silicon Valley**  
Continuing Education, Computer Science

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

2011  
New York, New York

**Fordham University, Lincoln Center**  
Bachelors Of Science, Cognitive Psychology