

Maggie Lerman

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SUMMARY

Cross-functional designer and creative-technologist with extensive experience taking projects from ideation-stage 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

CSS Frameworks:
Tailwind, Bootstrap

Visual Design, Brand
Identity, Deck Design

Adobe Creative Suite:
Photoshop, InDesign
Illustrator

Html Templating Languages:
Nunjucks, Handlebars, Liquid

Static Site Generators:
Eleventy, Gatsby

Product Design: **Figma**,
Sketch, Invision

Javascript: **Next.js, React**

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

EXPERIENCE

Freelance

8.2020 - Present
New York, NY

Freelance Designer and Creative Strategist (*contract, specializing in eCommerce startups*)

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

Suzy

5.2019 - 8.2020
New York, NY

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

9.2018-4.2019
New York, NY

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)

Eastern Coast

Digital

6.2014-10.2016
New York, NY

Web Designer

- Designed high-quality digital and print collateral for use in advertising.
- Collaborated with engineering to design responsive websites.

EDUCATION

2017

Fremont, 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, NY

Fordham University, Lincoln Center

Bachelor of Science, Cognitive Psychology