

Maggie Lerman



maggielerman.com • +1 646 467 4522 • lerman.maggie@gmail.com

SUMMARY

Multidisciplinary designer with a strong technical foundation and a passion for cultivating creative talent. Creative problem solver with experience navigating complex projects within a global organization. Looking to contribute expertise in a fast-paced environment that values both creativity and technical acumen.

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, Netfliy**

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 Design, Global UX

- Bridged communication gaps between the Global UX team and specialized UX teams, promoting synergy and alignment.
- Empowered design system adoption by providing cross-functional support to designers, engineers, and project managers.
- Championed the newly established UX Center of Excellence, breaking down silos and securing enthusiastic buy-in across the organization.
- Partnered with senior management to drive design initiatives that enhanced organizational performance and elevated client experiences.

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

Principal Designer and Creative Strategist

- Provided strategic creative direction to clients, aligning design solutions with business objectives and target audience needs.
- Reviewed and critiqued design work, offering constructive feedback to improve quality and effectiveness.
- Managed client relationships, serving as the primary point of contact for creative discussions and project updates.

Suzy

May 2019 - Aug 2020
New York, New York

Marketing Design Manager

- Successfully managed a small but effective creative team, ensuring seamless collaboration and timely project delivery.
- Partnered with the brand strategist and the data analyst to develop impactful marketing materials rooted in data-driven insights.
- Managed the creation and distribution of all marketing collateral, including one-sheets, sales decks, booth wraps, and event signage, empowering sales and customer service teams.
- Collaborated with the CEO and C-Suite executives to design and develop a compelling pitch deck that played a key role in securing Suzy's \$34 Million Series C funding.

Rocketrip

Sep 2018 - Apr 2019
New York, New York

Cross-functional Designer (*contract*)

- Collaborated with marketing, product, and senior leadership in conceptualization and execution of brand refresh.
- Owned the design and execution of new case study templates in collaboration with sales team and enterprise customers (ex. Twitter, Kelloggs, H&M).

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EXPERIENCE *(cont'd)*

Self Employed

Oct 2016 - Sep 2018
New York, New York

Visual Designer

- Conducted client meetings to gather requirements and provide progress updates, ensuring clear communication.
- Collaborated with clients' in-house teams to ensure alignment with their vision and goals.
- Managed multiple projects simultaneously, adhering to deadlines and budget constraints.
- Gained proficiency in design fundamentals, including typography, color theory, and layout principles.

Eastern Coast Digital

June 2014 - Oct 2016
New York, New York

Junior Designer

- Supported branding and marketing initiatives by designing logos, brochures, and social media graphics.
- Assisted in the design and development of websites, employing HTML and CSS for basic web design tasks.

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, New York

Fordham University, Lincoln Center
Bachelors Of Science, Cognitive Psychology

2008
Cambridge, England

Cambridge University, Saint Catherine's College
Art History

Semester abroad focused in art composition and analysis