



MIRIAM TELLER

SENIOR GRAPHIC DESIGNER

Creative, detail-oriented and resourceful team player with 14+ years experience in a broad spectrum of web and print mediums. Experience in leading grand scale projects such as branding, packaging, motion graphics, web presence and ad campaigns from conception to execution. Expertise in creating effective marketing collateral with proven results and on tight deadlines.

310 424 0431



tellermiriam1@gmail.com



www.linkedin.com/in/
miriamteller



www.miriamteller.com



EDUCATION

BA OF FINE ARTS

Emphasis in Graphic Design
CSULB - Long Beach, CA
2003-2006

AA IN GRAPHIC ARTS

SMC - Santa Monica, CA
2001-2003

SKILLS

Adobe Photoshop [13+ years]

Adobe Illustrator [11+years]

Adobe InDesign [5+years]

Keynote [4+years]

Microsoft Word [14+years]

Power Point [9+years]

Adobe Acrobat [9+ years]

Capture One [2+ years]

Basic HTML Programming

LANGUAGES

English

Russian

Hebrew

EXPERIENCE

SENIOR GRAPHIC DESIGNER

Lakeshore | 2014-Present

Senior graphic designer at a major educational toy company.

- Develop and execute concepts and layouts for retail catalogs, brochures and flyers adapted globally to digital and marketing campaigns, distributed through national publications such as the LA Times, Washington Post and Boston Globe to millions of customers and yield over \$26,500,000 in yearly revenue
- Conceptualize and create promotional materials such as ads, posters and signage for sale events and store window displays that clearly and effectively communicate to the customer
- Create digital campaigns with assets that span social media, landing pages, banners and promotional emails for desktop and mobile platforms
- Design and implement multi-media presentations, trade show graphics and booth set-up for nation-wide company conferences
- Adapt existing strategies and guidelines across all collateral materials to ensure brand consistency across all marketing channels

ART DIRECTOR

Clarion Fund | 2008-2014

Art director at a production company specializing in educational documentary films.

- Designed and executed all motion graphics and informational elements for Iranium- documentary film featured on FOX News, CNN, CTV, CBC and CBN
- Conceptualized and designed original artwork and oversaw print production of film logo, promotional posters and DVD packaging for multiple documentaries that premiered on Capitol Hill, were distributed to Members of Congress and used in military, law enforcement training across the U.S.
- Created comprehensive websites, web ads, screening kits and promotional emails that were viewed in 150 countries and initiated over 650 grassroots screenings
- Collaborated with marketing staff, writers and project editors to design company brochures, proposals and annual reports for promotional purposes

GRAPHIC DESIGNER

JerusalemU.com | 2005-2008

Graphic designer at an online media portal for university-level courses on topics of Israel education.

- Developed the company's branding guidelines, promotional brochure and solicitation materials used to raise \$231,000
- Designed and tested multiple versions of the expansive JerusalemOnlineU.com website that hosts over 100,000 hours of educational content
- Worked closely with programmers to implement a user-friendly interface that allowed 4,500 graduates to easily navigate and complete the course
- Created a film logo, promo poster, DVD package and website for a PBS distributed documentary Israel Inside screened by Comcast to 80K viewers