



# KIRA MELAMED

art director / illustrator

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(347)210-3659

## PORTFOLIO

[kiramelamed.com](http://kiramelamed.com)

Art director, team leader with 10+ years of experience, flexible multitasker who prioritizes their time efficiently. With an understanding of customer service, my foremost goal is to adapt to client styles and needs to create GIFs, graphics, banners and other rich media ads for social media, and emails.

## SKILLS

Adobe Photoshop, Illustrator, InDesign, Figma, HTML5, CSS3, JavaScript

## EDUCATION

Web Development, Front End 101,  
New York Code & Design Academy  
2016

Bachelor of Arts, CUNY Hunter  
College 2011  
Art Department Honors, 2011  
Dean's List 2010-2011

## EXPERIENCE

### ASSOCIATE ART DIRECTOR

*Dotdash Meredith, New York, NY 2018 - present*

- Created compelling visuals that drove action and performance
- Designed and creatively contributed to a range of projects including email campaigns and digital banners
- Worked with Rich Media authoring tools such as Celtra to produce standards-compliant interactive ads
- Worked with the marketing team to execute campaigns and promotions, develop and present concepts, make edits and submit final files for go-live
- Mentored junior designer by training them in projects and reviewing their work
- Solid experience designing responsively for web using Figma and Sketch, and a familiarity with HTML, CSS, frontend design styling, and using a CMS system

### DIGITAL GRAPHIC DESIGNER - Content Creator

*Meredith Corporation, New York, NY 2017 - 2018*

- Created dozens of designs, layouts, rich media ads, and infographics
- Built sponsored content using HTML and CSS based platforms
- Improvised on RFP mocks with little to no creative assets
- Helped conceptualize logo design for one of the biggest ad campaigns for Pfizer
- Worked with: Parents.com, AllRecipes.com, Shape.com, BHG.com, and etc.

### DIGITAL GRAPHIC DESIGNER

*Ann Taylor, New York, NY 2015 - 2017*

- Created assets for Facebook, Twitter, Google+, Instagram, and Pinterest
- Developed ad materials for affiliate outlets to generate traffic for promotions and new store sets
- Updated affiliate banners and trigger emails to reflect brand voice better improve click rate
- Devised color palettes for promotional programs including emails, site assets, and digital ads

## EXPERIENCE (CONT'D)

### INDEPENDENT CONTRACTOR - 2012-2018

#### *Site Observers, 2013-2018 - Graphic and Web Designer*

- Built and strengthened brand identity
- Customized HTML5 templates
- Delegated tasks to the offshore web development team

#### *Hepp's Salt CO., 2015 - Production Designer*

- Created labels for a new salt collection

#### *PenguinNotes.com, 2015 - Branding Design*

- Designed logo and branding materials such as letterheads, using Adobe Illustrator

#### *Go Baby Books, 2012 - Illustrator*

- Designed and illustrated books with original characters for children's book series

### ASSISTANT ART DIRECTOR/DESIGNER

#### *The Literary Theater Dialogue, Brooklyn, NY, 2009-2016*

- Created logo and marketing materials such as playbills, posters, and promotional banners using Photoshop and InDesign.
- Conceptualized promotional designs that would resonate on the web and social media.
- Worked alongside web developers to update graphic content on the theater webpages.
- In charge of Email Marketing using Constant Contact and MailChimp.
- Created and managed events on Eventbrite. Main designer and content writer for Kickstarter campaign for a new production.
- As the Assistant Art Director, coordinated presentations and multimedia, supervised props acquisition and stage design for theatrical performances in numerous venues including The New York Public Library, off-Broadway theaters, and community centers.