

mariannatrofimova

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An award-winning graphic designer and art director experienced with web and print for a broad range of Fortune 500 clients including publishing, finance, healthcare, cosmetics, non-profit, retail, and technology organizations. Deftly handles corporate identity, packaging, print collateral, advertising, annual reports promotions, direct mail, and events. Special emphasis on conceptual design and communication goals. High attention to detail. Comfortable with information architecture and project management.

Loves a good challenge. New technologies mean new abilities.

Web Design

I create engaging and interactive UI/UX websites that clearly convey my client's message through powerful visuals and concise content.

Print Design

I produce appealing, eye-catching print publications for non-profits and other businesses to deliver their message.

Branding

I shape identities for products and services to empower a brand and give it a clear voice.

Concept Development

I conceive design solutions specifically tailored to my client's target audience and marketing goals.

experience

2013-present	UJA, NYC, Freelance Designer Created promotional materials for numerous fundraising events
2009-present	CUNY, All, Adjunct Professor Taught variety of courses including Portfolio, Marketing, Web 1, Electronic Production
2012-2013	PersonalBeasties INC, NYC App design, Art Direction, Branding, UI, Character Development
2009-2013	Root IQ, NYC, Creative Director WSJMK.com, ScanScout.com, Bloomberg.com
2007-2009	Igicom, NYC, Art Director www.Parenting.com, www.Essence.com, www.Tdameritrade.com
2009-2010	Harrison & Star, NYC, Sr. Art Director created pitch for Genentech Skin Cancer website, designed ADC iPoster
2009-2009	C2Creative, NYC, Sr. Art Director
2007-2008	MRM Worlwide, NYC, Art Director
2005-2007	Grey Healthcare Group, NYC, Art Director
2003-2005	Connors Communications, NYC, Creative Director
2001-2002	Books Online, NYC, Creative Director created template based platform for www.BooksOnline.com
2000-2001	JWT, NYC, Art Director created original www.ElizabethArden.com website

freelance clients include

Wall Street Journal, Bloomberg Business Week, GoldsGym.com, Essence.com, WEBtv.com, AMCtv.com, Ameritrade.com, UN.org, LifeTime TV, Bon Appetit, Jane Hurd Studio, Victoza.com, RealizeBand.com, ABC Multi-Media, Time Warner, ZDF (German TV), Medical News Network, Nicholson NY, Ogilvy & Mather, SONY Music, Bloomingdales

education

2005-2007	Pratt Institute, Brooklyn, NY MFA in Printmaking, 2007
1989-1992	Pratt Institute, Brooklyn, NY BFA in Computer Graphic Design, May 1992
1984-1986	Serov School of Art, Leningrad, Russia Fine Art Major, May 1986