

MIIKA GRADY / Multimedia Art Director

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For samples of my work, please visit miikagrady.com

SUMMARY

Multimedia designer with 360-degree skill set / Adept at translating marketing goals and objectives into effective, concise visual media / Able to create focused, streamlined materials from the most ambiguous requests / Efficient and productive in fast-paced environments / Respectful eye for brand guidelines / Passionate for design and technology trends / Enthusiastic collaborator, capable leader, quick learner and willing teacher

WORK EXPERIENCE

TIME INC. NEWSGROUP / Multimedia Art Director, Creative Services *(January 2014 – Present)*

- Create and manage websites, digital assets and print materials for the Time, Fortune and Money marketing and sales teams that promote editorial programs and brand initiatives with advertiser goals in mind
- Spearheaded the redesign of the brand media kits (timemediakit.com, fortunemediakit.com and moneymediakit.com) with an emphasis on user experience, responsive design and web standards to ensure optimal cross-platform accessibility. Authored custom-coded WordPress templates to simplify editing and site maintenance, while reducing site load time
- Leverage the latest web design, social media and mobile technology trends to ensure that digital marketing materials maximize client engagement with a clear, attractive brand message and compelling call-to-action
- Design impactful advertisements—print and digital—that inspire engagement and drive revenue for both brands and advertisers

TIME INC NEWSGROUP / Multimedia Manager, Creative Services *(January 2013 – January 2014)*

FORTUNE MONEY GROUP / Multimedia Manager, Creative Services *(March 2011 – January 2013)*

- Designed multimedia collateral for the Time, Fortune, Money and CNNMoney sales teams, including marketing emails, web pages, sales premiums, advertisements, presentations and conceptual mock-ups
- Produced experiential collateral—including signage, banners, programs, animations, and evites—for high-profile events at the Rock and Roll Hall of Fame, NASDAQ MarketSite, Pinehurst Resort and the Time Warner Center

TIME INC. NEWSGROUP / Graphics Manager, Creative Services *(March 2009 – March 2011)*

TIME MAGAZINE / Coordinator *(2000)*; **Desktop Publishing Asst. Manager** *(2004)*; **Graphics Manager** *(2007)*

- Designed marketing presentations, one-sheets, eblasts, and website ads, while managing the online media kits

VENTURE FOR AMERICA (VFA) / Freelance Multimedia Designer & Consultant *(2011 – 2014)*

- Redesigned ventureforamerica.org in 2011, contributing to the successful recruitment of VFA's second and third classes of entrepreneurial fellows—tripling the class size from year one
- Converted the site's CMS from Drupal to Wordpress which enabled the VFA staff to self-sufficiently publish and maintain their site—greatly reducing costs and increasing productivity

SKILLS

Digital: HTML5, CSS3, jQuery, Wordpress, PHP, web standards, responsive design, table-based email coding, Dreamweaver, Flash, Fireworks, FinalCut, Logic. **Print:** Adobe CC (InDesign, Photoshop, Illustrator, Acrobat), Keynote, MS Office (PowerPoint).

EDUCATION

Binghamton University (SUNY), Political Science, 1996