

MARTHA LYNN LASKIE

GRAPHIC DESIGNER

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| www.mllgd.com



PROFILE & SKILLS

Voted the consistently "Best Design Consultant in Yonkers", since 2014, possessing extensive design, print & production knowledge.

Able to work effectively under tight deadlines, both as an individual or in a collaborative effort.

Multidisciplinary and versatile with experience in multiple industries

- Art/Creative Direction
- Project Management
- Sales & Marketing
- Motion Graphics
- Business Promotion
- Advertising
- Websites
- Identity Systems
- Vendor Selection
- Branding Design
- Adobe CC
- Branding
- Budgeting
- Invitations
- Pitch Decks
- Printing
- Production
- Package Design
- Presentations
- Illustration
- Social Media
- Typography



FREELANCE PROJECTS

Enterprise Capital Management
Bloomberg & Associates
Optimum Electrical LLC
Underworld Cosmetics
Constantinidis & Associates
Sugar Canvas Bakery
SAG Investments
The New School
Moonflower Macarons
Amity Hall NYC
Pepsi Co.

ORGANIZATIONS

AIGA Member NY Chapter
Professional Women of New York
Made in NYC Coalition
Creative Womens Group
NY Historical Society
The Arts of Westchester
Graphic Artist Guild
Freelancers Union
Greenpeace

PROFESSIONAL GRAPHIC DESIGN EXPERIENCE

OLIVER AGENCY | DESIGN SPECIALIST

2016 – Present

55 Broad Street, New York, NY

- Multidisciplinary design for a wide of breadth of high end global clients including *Starbucks, Marriott Hotels, Chubb Insurance, St Ives, Unilever, and Starwood Hotels.*
- Interactive form creation for *Starbucks* internal store interior design portal with full behavior code and extensive layout to maintain *Starbucks* brand standards.
- Digital advertising campaign for *Aspen* insurance, with static imagery, and user interaction
- Full layout and completion of *Chubb* new brand identity system with strict stewardship of brand guidelines.

CENTRAL TURF & IRRIGATION | NATIONAL BRANDING MANAGER

2014 – 2016

8 Williams Street Elmsford, NY 10523

- Creation, design, and development of company branding including style guide for entire brand, for both print pieces and website from initial layout to full completion. Stewardship of brand identity to ensure cohesive consistency across all implementations.
- Presentation of modern and clean branding style to drive sales to entire company encompassing over 30 locations in US and Canada with individual attention to each.
- Lead generation, direct sales inquiries, and customer acquisition based in social media and digital marketing. Organizing corporate promotional events, as well as monthly product specials, inbound marketing pieces, and informative presentations.

LAZARD ASSET MANAGEMENT | MARKETING SPECIALIST

2014

30 Rockefeller Center, New York, NY

- Perpetuating brand standards throughout all documents, including Mutual Fund and Emerging Market profiles and platforms.
- Investor pitch decks with comprehensive charts/info-graphics demonstrating various financial services therein.
- Marketing collateral for trade shows, promotional pieces and internal events with full maintenance of visual identity guides.

ALPHA BETA CREATIVES | CREATIVE DIRECTOR

2013 – Present

151 E 25th Street, New York, NY

- Complete design, strategy, and layout of entire company identity including stationery, logo, website and promotional materials.
- Promotional video design, including targeting specific audiences, sales towards demographics and soundtrack as well as SEO and social media marketing.
- Design consultation given to all clients with emphasis on sales, marketing and branding to ensure quality for startup businesses as well as established companies.

CITIBANK | GRAPHIC & WEB DESIGNER

2013

388 Greenwich Street, New York, 10013

- Internal graphic design for Citi and its affiliates, including design of posters, presentations, events and client meetings.
- Digital templates for Citi Gold, Citi planned events, Investment biographies and financial pitch books.
- Interactive projects include video presentation in lobby of building viewed by entire global employee base, as well a collaboration on promotional web pages.



EDUCATION

SUNY PURCHASE COLLEGE SCHOOL OF ART & DESIGN

Graduation '09
Bachelor of Fine Arts Degree
Graphic Design & Art History

ONONDAGA COMMUNITY COLLEGE

Graduation '05
Associates Degree
Fine Art & American History

AWARDS & HONORS

Borders (No) Borders International '06
Mechanization of Society Poster 18x24

Key Arts Poster Design '07
300 Movie Poster Honorable Mention

Print Magazine Cover Design '08
"Foot In The Door" Cover

"How" Hand Drawn '11

"Old Man Series" 18x24 Pen/Ink '14

Creative Hot List '13

'Yonkers Best Design Consultant' '13-'16



SOFTWARE PROFICIENCY

ADOBE CC
MICROSOFT OFFICE
KEYNOTE
DATA/CONTENT
PRINT & PRODUCTION
WEB DESIGN & UX
VIDEO PRODUCTION

SME.VC | SR. BRAND MANAGER

2013 – 2014

1 Alexander Avenue Yonkers, NY

- Development, presentation and layout of entire company identity including logo design, iconography, infographics and overall website design and for start up national crowdfunding platform.
- Copy writing, design and structure of company investment pitch deck, provided in various formats for multiple platform uses.
- Consultation for printed materials, with expertise devoted to paper choice, printing variations and budget restrictions for volume.

VILLAGE PRINT & MEDIA | SR GRAPHIC DESIGNER

2011 – 2013

20 East 13th Street, New York, NY 10021

- Excellence in customer service, offering a full range of design and production options to allow for budgetary restrictions within client guidelines.
- Sales, advertising and marketing graphic design considered for a sales capacity. Utilized established market in order to increase sales in the design department.

RKF & ASSOC | PRODUCTION DESIGNER

2013

521 Fifth Avenue, New York, NY 10175

- Print and production expertise given as a freelance contractor, for short-term projects including annual look book, realty listing fliers and general design for marketing material.
- Area planning, floor plans and map work, with matching RKF's award winning design aesthetic and design sensibilities.

JUST Q BY NYADIA | CREATIVE DIRECTOR

2011 – Present

Jersey City, NJ

- Online fashion Boutique established in NJ. Full development, organization and command of all creative works including branding identity, logo development and website.
- Design of tags, business cards, look-book, and other promotional materials, as well as overseeing the creative flow within the company. Initial web design, to establish look/feel of company identity.

ALPHAGRAPHICS | SR GRAPHIC DESIGNER

2008 – 2010

169 Main Street, White Plains, NY

- Graphic design work for such clients as: *Little Cubs Day Care, The Weekend Nanny, Eclipse Carpets, Frank Scaccia & Sons*, among many others with design ranging up to and including small business logo development, brochures and advertisement copy writing.
- Sales and marketing research for costs and materials, providing monthly monetary projections for departmental budgets, and increasing sales.
- Financial analysis of client budget in order to facilitate client needs on design projects based on different vendor options.
- Offset printing and color separations, digital printing and large format printing capabilities for different materials, such as quality Mohawk and Cougar paper stocks, as well creative exploration into different paper textures and print techniques.