



HALLIE SCHIFF
DESIGNER + ART DIRECTOR

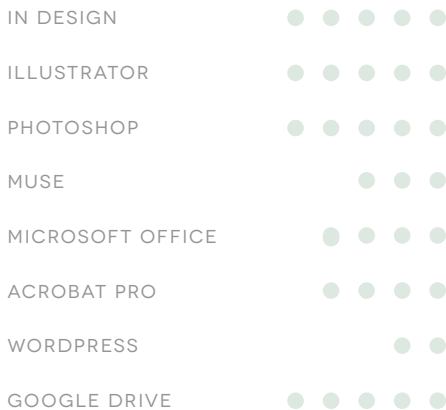
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323 W 96TH ST, TH108
New York, NY 10025

SKILLS



SOFTWARE



MEMBERSHIPS + ACHIEVEMENTS

AIGA NY | MEMBER | 2014 - PRESENT

After completing a full package re-design, **Stain Away** became the #1 denture product sold in Walgreen's stores nationwide.

EXPERIENCE

HALLIE SCHIFF DESIGN DESIGNER + ART DIRECTOR
HALLIESCHIFFDESIGN.COM | NEW YORK, NY | MAY 2007 - PRESENT

Over 8 years of experience providing various design services for a wide variety of local and national clients. Design areas include: branding, package design, web design, print + digital marketing collateral and print production management + coordination.

CLIENTS + BRANDS Michilli Construction + Consulting, The Zack Group, JDC Entwine, Dona Chai, Mighty Twenty, NYC Grade Fixers, Syntax NYC

SYNTAX NYC FREELANCE SENIOR DESIGNER / JUNIOR ART DIRECTOR
SYNTAXNYC.COM | NEW YORK, NY | MARCH 2014 - MARCH 2015

Worked with the Creative Director to design and develop primary + secondary fragrance packaging, visual merchandising, brand positioning (including moodboards + concepting/ sketching) and environment design for various clients + brands. Lead designer for Express account on multiple beauty package design projects + programs, as well as various fragrance launches. Art directed junior design team on all company-wide design projects + tasks.

CLIENTS + BRANDS Express, Tory Burch, Estee Lauder, Calvin Klein, Aerin Lauder, Vera Wang, Milber Makris Plousadis + Seiden

BUREAU BLANK PROJECT MANAGER
BUREAUBLANK.COM | NEW YORK, NY | MARCH 2011 - NOVEMBER 2013

Project lead for in-house design and web development teams and primary contact for multiple client accounts across various fields. Developed and managed project contracts, budgets and time lines for various print design and web development projects. Solely managed print production efforts for all client and internal projects. Worked closely with various print vendors to coordinate high-level offset and 3D print deliverables. Assisted with the hiring and training of department team members.

CLIENTS + BRANDS ContourGlobal, Living Cities, Petsky Prunier, Living Proof, The Mayor's Fund to Advance New York City, The Opportunity Agenda

PHRESH MARKETING GRAPHIC DESIGNER
VISTACOLOR.COM | MIAMI, FL | MARCH 2008 - APRIL 2010

Lead designer for product packaging, branding + marketing campaigns for a variety of clients. Completed a full in-house re-branding project for Vista Color printing corporation. Designed direct marketing campaigns for print + web.

CLIENTS + BRANDS Bacardi, J&M Foods, Regent Labs, Nashville Wraps, Vistacolor

ZOOM IQ GRAPHIC DESIGNER + ACCOUNT COORDINATOR
ZOOMIQ2.COM | MIAMI BEACH, FL | AUGUST 2007 - FEBRUARY 2008

Designed for print + web, including: billboards, magazine, newspaper, radio, tv and web banner ads. Client management + coordinated invoicing, new business + general administrative tasks.

CLIENTS + BRANDS Gulfstream Park Racing + Casino, Sky Development, Florida East Coast Realty

EDUCATION

SCHOOL OF VISUAL ARTS 2013
CONTINUING EDUCATION | PROJECT MANAGEMENT

AMERICAN UNIVERSITY 2007
BACHELOR'S OF FINE ARTS IN GRAPHIC DESIGN - PRINT TRACK

HALLIESCHIFFDESIGN.COM

