

MIRANDA POKRAS

Bibliophile, Creature Collector, Earth Ambler, Cozy Gamer, Useless Fact Connoisseur



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EXPERIENCE

Baldwin & Obenauf, Inc.

Art Director | November 2022 – March 2024

- Efficiently produced high volume medical advertisements while complying to strict branding and regulations
- Collaborated to create various social media campaigns and brand strategies from conceptual development and implementation to visual design and asset creation
- Adapted new/refreshed guidelines for established brands, actualized across all applicable digital spaces ie. websites, web banners, social media, digital signage, emails, apps, etc.
- Flexibly supported 8+ brands and multiple teams, adhering to guidelines and brand voice

Start Engine

Digital Art Director | April 2022 – February 2023

- Innovated design and UX, resulting in diverse startups reaching their monetary goals
- Led the creation of assets for digital advertising including image editing, GIFs, videos and landing pages
- Analyzed client vision and data, then converted it into digestible graphics and charts/graphs

Hearst Magazines

Ad Product Marketing Designer | November 2019 – April 2022

- Partnered with key company stakeholders to produce successful presentations
- Won clients through successful pitch deck designs and expand revenue for Hearst and it's brands
- Created deck templates, organized town halls, designed in-house collateral, crafted newsletters and templates for partnering teams to utilize
- Art directed the HearstMade design team on specific ad products and brought them above benchmark by collecting data and implementing user feedback

Garfield Group

Graphic Designer | October 2017 – October 2019

- Produced engaging social posts, print materials, full brand packages, logos, animations, UX/UI, digital advertising and video editing
- Supported multiple brands harmoniously while crafting sophisticated concepts and designs

EDUCATION

Kutztown University of Pennsylvania 2017 Graduate

BFA Communication Design | Advertising Design and Illustration

SKILLS

Soft: Emotionally intelligent, sharp instincts, loves (constructive) critique, intuitive, personable, optimistic, driven, organized (lists, color coordination and grouping is a must), kind

Technical: After Effects, Premiere, Illustrator, Photoshop, InDesign, Bridge, Figma, Keynote, Power Point, Google Suite, Sketch, InVision Studio, SailThru, Jebbit, Domo, Notion, Basecamp, Workfront, story boards, presenting

EXTRAS

Hearst Recognition Award | 2020

"Especially during a time like this, her positive attitude and willingness to help push projects over the finish line have been invaluable."

Graphis | New Talent | Gold 2017

Mumedi to Death with a Smile | International Poster Competition
Finalist 2015

Kutztown University Intramural Soccer Champions
2013, 2014, 2015, 2016

Magic the Gathering Draft Finalist
Crimson Vow, New Capenna, Double Masters 2022

BRANDS

Verizon, HARMAN, Cepheid, Bristol Meyers Squibb, Hearst, Seventeen, Good Housekeeping, Oprah, Harper's Bazaar, Esquire, Cosmo, Marie Claire, Popular Mechanics, Elle, CLEVVVER, Delish, pCare, Uniqwest, McGraw Hill, Marlin, Henry Schein, Quartesian, Vertex, Ruconest