

SUMMARY

I am a versatile designer who takes charge of all facets of a project and gets it done on target, on time and on budget.

Designs visual solutions that answer clients' strategic business needs and exceed expectations.

Excels at strategic branding and content editing.

Presents creative concepts in a persuasive and articulate manner.

Manages projects and vendor relations, adept at multitasking, detail oriented.

Serves as a collaborative team player and leader.

CLIENT LIST (partial)

Corporate

Arnold Saks Associates
Bacharach Leadership Group
Bearingpoint
CamberLink
The History Factory
Inertech
International Securities Exchange
J.P. Morgan Securities
Prudential Investments
Skanska USA
TIAA
UBS Financial Services

Non-profit

American Technion Society
Cohme
Friends of Yad Sarah
Georgetown University
National Foundation for Facial Reconstruction

Arts

Alliance for the Arts
Kei Takei Dance Company
Music Festival of India
New York Studio School

Public relations

Kennedy Center Advertising
M Booth & Associates
Makovsky + Company

Publishing

Inner Traditions
McGraw-Hill
NYC Board of Education

EXPERIENCE

ART DIRECTOR/SENIOR DESIGNER 2009 – present (freelance)

Branding, Rebranding

Prudential Investments Designed and produced concepts, photography research and selection, color palettes, layouts, templates and brand style guides for the collateral system of four departments:

- Day One Funds (2018)
- Mutual Funds (2012)
- UCITS (mutual funds sold in Europe) (2016)
- Wealth Management Solutions (2011)

TIAA Design landing pages, e-mail invites, direct mail, white papers, brochures and tradeshow graphics.

Cohme Home health aides: logo, print, tradeshow booth, site architecture and visuals, FB/In page manager.

Inertech Tech company: print collateral, tradeshow booth, animated PowerPoints and slide shows.

CamberLink Financial firm: logo, capabilities brochure, PowerPoint & report templates, brand style guide.

Bacharach Leadership Group Leadership training consulting firm: shaping key messaging, sales kits, interactive PDFs, numerous pieces of collateral, original web site.

Friends of Yad Sarah UN-certified NGO: designed all marketing materials, incl. concept and design for an ad campaign that ran in numerous publications for seven years, FB and Pinterest page manager, original web site.

Digital visual designer, information architect, content/community manager

- www.cohme.org
- www.lucymandelstam.com
- **Bacharach Leadership Group***
- **Friends of Yad Sarah***
- **Cohme: Facebook LinkedIn** (2018)
- **Friends of Yad Sarah: Facebook Pinterest** (2013–2015)

ART DIRECTOR/SENIOR DESIGNER 1998 – 2008 (FT Contract position)

UBS Financial Services Led concept development and design efforts for numerous projects: banners, brochures, posters, kits, logos, postcards, invitations and direct mail campaigns for external & internal clients.

- **Wealth Planning flagship client brochure** FAs ordered 17,000 copies in the first six months of publication.
- **Mastercard-to-Amex direct mail campaign** Spotlighted by Amex's Head of Global Network Services.
- **UBS India Service Center** Developed training program and materials for offshore production studio, conducted the training and evaluated employees' performance.
- **UBS executive video shoot** Managed and art-directed set-up and shoot.
- **Rebranding cycles** Helped implement two rebranding cycles (PaineWebber to UBS, UBS rebrand).

ART DIRECTOR/DESIGNER 1993 – 1997 (freelance)

Music Festival of India A series of concerts in New York and other major cities, produced in conjunction with World Music Institute and Asia Society. Designed and produced a visual system: logo, folder, brochures, ads, flyers, subway and Carnegie Hall posters, plaques, invitations, gift labels, video box.

- *32-page Carnegie Hall gala brochure was featured in [Graphic Design USA Design Annual](#).*

'Vaccinate before it's too late' Designed all visuals for this national public service campaign for Children Action Network, a Hollywood-based advocacy group: logo, workbook, brochures and campaign launch invite.

McGraw-Hill Designed a number of covers for books published by the college textbook division.

EDUCATION

IA/UX, Dreamweaver,
School of Visual Art
BFA, Visual Communications
GW University, Wash. D.C.
Painting and drawing classes,
Art Students League, New
York Studio School, New York

SKILLS

Software

Adobe InDesign, Illustrator,
Photoshop, PowerPoint,
Sketch, Word

Production

Vendor relations, press checks,
proofreading

Foreign Languages

Hebrew (advanced)
Spanish (beginner)
French (beginner)

Teaching

Graphic design, software,
AGC

REFERENCES

Available upon request

www.linkedin.com/in/yaeldresdner

*Information architect, content manager and digital visual designer for original web site