

Lena Safron

Graphic Designer

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EDUCATION

Pratt Institute

BFA - Communications Design

Graphic Design Concentration

2014–2018

SOFTWARE

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, AfterEffects, Premiere, Xd, Acrobat
- Office: Powerpoint, Keynote, Google Slides, Basecamp, Concrete, Microsoft, Asana
- Google Web Designer

PROFESSIONAL EXPERIENCE

Interactive Advertising Bureau | Graphic Designer

May 2021–Current

As IAB's exclusive in-house graphic designer, I've art directed the look and feel for 10+ tentpole events in the past year, from social media graphics to event signage.

WILDTYPE | Freelance Associate Graphic Designer

July 2020–May 2021

Clients: Merck Keytruda

Responsibilities include studio design services for Merck Keytruda. Specializing in mechanical development for marketing collateral pieces, ad inserts, and brand product packaging.

Authentic Brands Group | Junior Graphic Designer

April 2019–April 2020

Clients: Vince Camuto, Jones New York, Thomasville

Worked directly with the creative director and art director in concepting seasonal campaign imagery for women's lifestyle and home brands across social, web, and print.

- Designed print collateral for the Jones New York X Cindy Crawford Brand Summit 2020
- Logo creation for Thomasville's collaboration with Sewing Down South

Allied Global Marketing | Motion Graphics Design Intern

August 2018–December 2018

Clients: Disney on Ice, Visit Singapore, Kroger, Doctors Without Borders

Collaborated with the Marketing and Creative Department, designing motion graphics for the social media accounts of well-known media, entertainment, and non-profit clients.

- Pitched a full-scale social media campaign for Doctors Without Borders

Drury Design | Freelance Graphic Designer

March 2015–September 2018

Created and maintained the company's profiles on Facebook and Instagram, increasing social media efforts by 50% from the previous year. Collaborated on pitch decks with Marketing and Sales teams. Established brand guidelines for Drury's social channel.

- Designed environmental branding for Drury Design's new office space in collaboration with their Lead Graphic Designer (2018)

Freelance Graphic Designer

2014–Current

- Designed website and marketing deck for Passion Point Collective, a boutique entertainment marketing company (2021)
- Created program designs for Off-Broadway plays for Love, Sex, Anarchy (2015); Lady Capulet (2017)