

# Lena Safron

Graphic Designer

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## EDUCATION

### Pratt Institute

2014 – 2018

President's List (3 semesters)

Dean's List (4 semesters)

B.F.A. in Communications Design,  
Graphic Design Concentration

## SOFTWARE

- **Design:** Figma, Photoshop, Illustrator, InDesign, AfterEffects, Premiere, Xd, Acrobat
- **Presentation Apps:** Powerpoint, Keynote, Google Slides, Excel
- **Project Management:** Miro, Asana, Basecamp, RoboHead
- **AI:** Midjourney
- **Web:** Google Web Designer, Wix

## VOLUNTEER EXPERIENCE

### Women's Voices Now

June 2020 – August 2020

Created on-brand digital banners, website mockups, and one sheet for non-profit that uses film to drive positive social change that advances girls' and women's rights globally.

## PROFESSIONAL EXPERIENCE

### Modicum | Graphic Designer

September 2022 – Current

Clients: Google, Samsung Ads, Quizlet Ads, YouTube Ads, Blue Shield of California. Designed a range of client collateral and experiences, including keynote presentations, event interactions, social media platforms, and digital advertising for Ad Tech and B2B clients. Leadership experience onboarding new graphic designers to the client's brand.

### Interactive Advertising Bureau | Graphic Designer

May 2021 – September 2022

As IAB's exclusive in-house graphic designer, art directed the look and feel for 10+ tentpole events, including directing social media graphics, event signage, and logo design and collaborating with motion designers.

### WILDTYPE | Freelance Associate Graphic Designer

July 2020 – May 2021

Performed studio design services for Merck Keytruda, including mechanical development for marketing collateral, ad inserts, and product packaging.

### Authentic Brands Group | Junior Graphic Designer

April 2019 – April 2020

Clients: Vince Camuto, Jones New York, Thomasville, Louise et Cie. Worked directly with the Creative and Art Directors in conceiving seasonal campaign imagery for women's lifestyle and home brands across social, web, and print media. Designed print and media collateral for the Jones New York Brand Summit 2020.

### 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 Departments, 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.

### Freelance Graphic Designer

2014 – Current

- Designed the website and marketing collateral for Passion Point Collective, a boutique entertainment marketing company (2021).
- Created the tagline 'Make Moments Matter' for Drury Design, and collaborated with the lead designer to create signage for new office space (intern 2015–2018; freelance 2018).
- Created playbills for the Off-Broadway plays Love, Sex, Anarchy (2015) and Lady Capulet (2017).