



Miriam Reza

Branding and Strategy Designer

Extraordinary, purposeful work for the Food, Fitness and Finance/Crypto Industry

Portfolio: <https://www.miriamreza.com>

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EDUCATION

North Carolina State University
Masters of Graphic Design 2020

Bachelors of Industrial Design
and Business Administration
2019 Magna Cum Laude

SKILLS

Software: Adobe Creative Suite,
Photoshop, Illustrator, InDesign, Sketch,
XD, SolidWorks, Fusion 360, 3DS
Max, AutoCAD, AutoCad Revit, After
Effects, Premiere, KeyShot, Keynote,
WordPress, Wix, Google Analytics,
E-commerce, HTML, CSS

Technical: 3D modeling, photorealistic
rendering, animation, prototyping,
ideating, sketching, typography,
branding, web graphics, photography,
photo editing, video editing, color
theory, digital assets, content strategy,
presentations

Publications

CollegeTown, (News & Observer)
Aug 2017 - Dec 2017,
College events columnist

The Technician, (NCSU Publication)
Aug 2015 - Dec 2018,
Cartoons & Writing
[http://www.technicianonline.com/
search/?f=html&q=reza&s=start_
time&sd=desc&l=25&nsa=eedition](http://www.technicianonline.com/search/?f=html&q=reza&s=start_time&sd=desc&l=25&nsa=eedition)

AWARDS

- Colin Guy Treiber Excellence in Design Award 2019
- IBM Design Thinking Badge 2017
- Presidential Volunteer Service Award 2016
- Cary Young Visual Artist 2015

EXPERIENCE

Founder / Lead Designer, **Chymira LLC**
Remote, Jul 2018 - Current

- Designs promotional and branding materials including logos, icons packaging, flyers, presentations, animations, etc.
- Help clients identify goals and draft project timelines, organize project materials, lead meetings and conversations.
- Creating NFT collections, and helping blockchain companies create branding and marketing materials (pitch presentations for VCs, convention posters, social media assets, etc). Working with several clients in the Stacks Accelerator Community
- Designed CMO coin token for **Serial Marketers** which is traded on Rally.io, optimized token for mobile resolution in a small vector form
- Created flyers and 3 foot tall venue graphics for **Vegan Block Party** outlining venue map, vendors, stage schedules and sponsors. Utilized by 6000+ festival attendees.
- Designed label packaging and brand identity for **WiselyFuel**
- Created advertising, and internal materials for plant-based restaurant **Happeas**. Large scale ads - 8-ft tall protein bowl garage ad, floating water billboard design, and hummus coupons designed - estimated gain of 300+ new fitness customers per month.

Designer, **GlaxoSmithKline**
Durham, NC May 2019 - Feb 2020

- Prepared both print and web production files for promotional materials within brief timelines.
- Designed promotional and marketing materials including: Convention graphics, event signage, logos, brochures, banners, HTML emails, landing pages, web graphics, and other materials following GSK corporate style guidelines.
- Collaborated with marketing, sales, copywriters and other stakeholders to deliver creative work.
- Developed internal branding and implemented guidelines for the content studio design team.

Materials Lab Assistant, **North Carolina State University**
Raleigh, NC Aug 2017 - May 2019

- Supported students within wood shop, metal shop and general equipment.
- Managed and updated material purchase orders for wood shop.

Exhibit Design Intern, **Museum of Natural Sciences**
Raleigh NC, Aug 2016-May 2017

- Designed exhibits and ad materials for exhibits using corporate branding identity and visual brand.
- Created prototype samples and to build and install exhibit displays.
- Collaborated and strategized with team for museum events.