



Miriam Corson Dwinell

5435 COMFORT CIRCLE | BETHLEHEM, PENNSYLVANIA 18017

CELL: 310.948.5877 EMAIL: mdwinell@churnbutterdesign.com

ONLINE PORTFOLIO: www.churnbutterdesign.com

EDUCATION

FLORIDA ATLANTIC UNIVERSITY
Boca Raton, Florida
{08.1998-12.1999}

B.F.A. / Graphic Design
Graduated Cum Laude

KUTZTOWN UNIVERSITY
Kutztown, Pennsylvania
{08.1995-05.1998}

Undergraduate Studies
Communication Design

SKILLS

OPERATING SYSTEMS
Windows & Mac

PRODUCTION TOOLS
Photoshop
Illustrator
Sketch
InDesign
Flash
Dreamweaver
Quark XPress
JIRA
Basecamp
Zeplin

AWARDS & ACTIVITIES

Addy Award
SCT Annual Report

Web Marketing Association Award
Outstanding Corporate Website

AAAA Selling Creative Work
to Clients Workshop

Edward Tufte
Information Design Seminar

International Web Page Award

AIGA member

HOW Magazine
Design Conference

ABOUT ME

From a very young age growing up in semi-rural Pennsylvania I had an all-consuming love of computers inspired by my Gifted-teacher mother, who was working on her Masters in Technology. In tandem, my passion for art was developing rapidly, as demonstrated by sleepovers consisting of all-night drawing sessions with my childhood friends where we created our own custom-illustrated fashion magazines. I became Design Editor of the yearbook in high school and it became clear that graphic design was my calling! In college, I discovered my love of typography, illustration, photography and printmaking. And so it began...

OBJECTIVE

Dedicated, team-oriented professional possessing excellent creative, interpersonal, and technical skills, bringing over a decade of experience in interactive and print design to the table. Currently seeking a Sr. Art Director position where my broad range of experience will contribute to the delivery of creative and effective business-driven solutions to clientele and customers. Oh and fun. I like that too!

WORK EXPERIENCE

CHURN BUTTER DESIGN / Bethlehem, PA / FOUNDER {12.1999-present}

Created a successful freelance business offering art direction and creative services to clients nationwide. Called upon as a professional consultant to advise creative development of concepts for both agency work and key clients. Client projects have included interactive site design, banner ads, large-scale graphics, product packaging, print collateral, branding and logo design.

PARTIAL CLIENT LIST: Deutsch LA, Fingerprint Interactive, Media50 & Dewey Square Group, Donat Wald, Guidance, Tillster, Mattel, Microsoft, Burger King, KFC, Coffee Bean and Tea Leaf, Fatburger, Jollibee, Pollo Campero, Buffalo Cafe, SheaMoisture, Nubian Heritage, SAG-AFTRA, NEA, Areva, Maria Shriver's "The Women's Conference", Energize Maryland, DNC, Second Harvest Food Bank, Lehr & Black Invitationers, Erin Condren, Homegrown Kids, ONE The Documentary, and many more.

ENDPLAY, INC. / Culver City, CA / SENIOR DESIGNER {11.2011-07.2012}

Lead creative role spearheading front-end interface design using Agile methodologies of EndPlay's CMS-driven e-commerce websites for major online retailers. Worked directly with clients to create cutting-edge, responsive design retail stores, allowing the content to render seamlessly from desktop down to tablet and smartphone. Also collaborated with marketing to create a branded series of promotional collateral.

MATTEL / El Segundo, CA / SENIOR DIGITAL DESIGNER & ASSET MANAGER {02.2011-11.2011}

Worked across all internal verticals and brands designing and maintaining promotional areas of the Mattel.com website, increasing consistency and developing standards throughout. Responsible for designing interactive and mobile properties primarily for Mattel's Boy brands, including Hot Wheels and Max Steel. Concepted and directed creative for Barbie Entertainment's upcoming releases. Spearheaded efficiencies in the area of digital asset management working throughout Mattel and with external vendors to streamline the process of gathering and sharing artwork and materials.

SONY CONNECT / Los Angeles, CA / ART DIRECTOR {08.2006-04.2008}

Duties included working closely with senior-level members of the marketing department to create effective print and interactive materials to promote the re-launch of Connect.com, a music download service powered by Sony. Responsible for creating a corporate branding guideline standard for all design materials. Coordinated with all business divisions including Mobile, Video, eBooks, and Music to develop media to address integrated marketing needs. Worked with the VP of Production to establish guidelines for efficient use and best practices in regard to production and design resources.

SONY PICTURES DIGITAL / Culver City, CA / LEAD DESIGNER {05.2004-06.2005}

Conceptualized overall site experience for a new online model of Sony Connect, which included an expansive library consisting of television episodes, movies and music available for online download. Responsible for site functionality and mapping of a revolutionary client application which allowed users to creatively search and filter site content, as well as manage media and downloads. In addition, led a site-wide design update of SoapCity.com, a pioneer of the online video download model, which was used internally as a base for the Sony Connect platform. Created concepts for a variety of media.



A PRODUCT OF
PENN DUTCH COUNTRY USA

Miriam Corson Dwinell

"Miriam has an amazing ability to grasp the objectives of any task and quickly deliver on them with a beautifully executed creative solution. Her natural art ability shows itself through her expert understanding of the core design principles she applies to every project she touches. Combined with her unique creative insight, knowledge of emerging trends and thorough understanding of branded requirements, Miriam is armed with the skills needed to deliver on any project with the highest quality. She is remarkably professional with unmatched traits of perseverance, dedication, and flexibility. Miriam's finely-tuned skillset is complimented by her amiable demeanor and positive attitude, making her a great addition to any team!"

LISA STANLEY
SUPERVISOR,
CREATIVE DEVELOPMENT @ MATTEL

"Miriam Dwinell is a very detail-oriented, wonderfully creative person and I feel blessed and fortunate to have worked under her direction while at K2 Digital."

MELANIE UNICE
DESIGNER
K2 DIGITAL

"My work experience with Miriam was one of those amazing circumstances when in the midst of a very large and stressful project someone comes along out of nowhere to deliver far above and beyond expectations. Miriam had only recently been hired and thus I did not know much about her abilities. I very quickly discovered her to be an amazing talent who could deliver wonderful designs while under the most ridiculous deadlines. I can honestly say that on several occasions that Miriam single-handedly saved projects from chaos in a calm professional manner. Any company would be very fortunate to have her on their team."

CHRIS PIKE
DIRECTOR of EDITORIAL
SONY PICTURES DIGITAL

WORK EXPERIENCE (continued)

SONY SCREENBLAST.COM / Culver City, CA / SENIOR DESIGNER {02.2003-10.2003}

Sony made the decision to re-invent the Screenblast.com site from its former identity (as an early online user-generated content platform) to become an online extension of newly-acquired MovieStudio and Acid software. Our team redesigned the site from the ground up and developed dynamic, Flash-based templates, animated photo albums and e-cards for use by site members to display uploaded photography, movies and music. I also was tasked with creating custom illustrations to be included in Screenblast's Clips and Effects library, and collaborated with internal teams to deliver online and print marketing materials to drive traffic to the site after launch, including co-branded media for other Sony divisions including My Sony, SonyStyle, Everquest, Soap City, Charlie's Angels, and Sony VAIO.

PARAGRAPH / Philadelphia, PA / SENIOR DESIGNER {11.2001-07.2002}

Coordinated with a team of programmers, designers, copywriters, and account managers to develop creative interactive and print solutions from concept through delivery. Collaborated with clients to assess requirements and determine marketing needs and internally participated in design conception, team brainstorming, and group critique. Worked with outside vendors to pull together all aspects of final design pieces, including art direction of photo and film shoots, meeting with paper reps, and proofing print jobs. Worked with the technology team to incorporate web-based content management and email campaign management systems into the design process. These applications were successful in augmenting the company's design and development service offerings to clients and maximizing site development efficiencies.

PARTIAL CLIENT LIST: Aramark, Fork Restaurant, IKEA, ESPS/Liquent, McCormick Taylor, New Courtland Elder Services, NFL Films, SCT, SciQuest, and WRC Media

K2 DIGITAL / New York, NY / ART DIRECTOR {05.2000-12.2000}

Led a staff of designers in creating large-scale strategic creative work for a broad range of projects in both interactive and print mediums. Developed extreme multi-tasking skills due to the fast-paced environment. Worked together with production, development, marketing, and account teams to streamline the work process internally, developing creative briefs and wireframes to better communicate client information and job specifications to the internal departments. Responsible for allocating department resources, conducting employee reviews and interviewing candidates. Worked directly with the CEO and CFO to design corporate communications. Enhanced functionality of user interfaces through the involvement of focus groups and worked with QA to ensure all interactive work was fully tested and error-free. Created detailed web style guides to address site consistency for client sites.

PARTIAL CLIENT LIST: Arthur Anderson, Business Week Online, Dunn and Bradstreet, Hewlett Packard, Lexis-Nexis, MCI Worldcom, Silversea Cruises, Smithkline Beecham

CAPSTONE STUDIO / Boca Raton, FL / ART DIRECTOR {06.1998-03.2000}

Developed abilities in many key areas by working both independently and as part of a team to develop print and web designs for a local and international client base. Addressed the print needs of the primarily web-oriented agency, including developing creative concepts for logos, brochures, stationery, and promotional materials. Worked one-on-one with clients and printers, handling pre-press work as well as paper selection. Gained skills in interactive development and design consulting, and became a lead creative on many high-profile interactive projects. Responsible for all aspects of web production from optimization and slicing to programming in HTML.

PARTIAL CLIENT LIST: DrKoop.com, GetCollege.com, Goldman Sachs, HistoricWings.com, IBM, IPPA.org, KPMG, LuckyGolfer.com, Martinair, Holland & Knight, Ingram Micro, Prestige Cosmetics

BINNEY AND SMITH / Easton, PA / INTERN, ART & DESIGN {12.1997-05.1998}

Worked with the Senior Creative Manager to fulfill department-wide production needs including designing packages and logos for Crayola products, ensuring adherence to the corporate identity of the Crayola and Liquitex brand. Constructed comps of new packaging, tested potential and new products, and prepared samples for display and package photography. Involved directly on projects including designing children's activities for Bob Evans restaurants, creating calligraphy for an instructional brochure for the Jazzy line, and constructing a Hallmark font catalog.