

# MIRIAM DWINELL

Strategic and collaborative Senior Designer with over 20 years of experience leading the creative development of impactful interactive and print campaigns for globally recognized brands. Proven ability to guide projects from concept through execution, combining strong visual leadership with technical expertise and cross-functional collaboration. As Founder and Creative Director of my own design studio, I have strengthened my skills in brand strategy, client leadership, and team direction while delivering innovative, results-driven creative solutions.

## EDUCATION

### FLORIDA ATLANTIC UNIVERSITY

Boca Raton, Florida

[AUG 1998 - DEC 1999]

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

### KUTZTOWN UNIVERSITY

Kutztown, Pennsylvania

[AUG 1995 - MAY 1998]

Communication Design  
*Undergraduate Studies*

## SKILLS

### PROFESSIONAL

- Team Leadership
- Interface Design
- Web Design
- Corporate Branding
- Campaign Concepting
- Print Design & Production

### SOFTWARE

- Photoshop
- Illustrator
- InDesign
- XD
- Canva
- JIRA
- Basecamp

## AWARDS & ACTIVITIES

- Addy Award
- 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

## WORK EXPERIENCE

### CHURN BUTTER DESIGN / BETHLEHEM, PA / FOUNDER [DEC 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.

*Clients:* Deutsch LA, Fingerprint Interactive, Media50 & Dewey Square Group, Donat Wald, Guidance, Tillster, Mattel, Microsoft, Burger King, Kentucky Fried Chicken, Coffee Bean and Tea Leaf, Fatburger, Buffalo Café, Jollibee, Pollo Campero, SheaMoisture, Nubian Heritage, SAG-AFTRA, NEA, Areva, Energize Maryland, DNC, Maria Shriver's 'The Women's Conference', Second Harvest Food Bank, Lehr & Black Invitations, ONE The Documentary, Erin Condren, Homegrown Kids, Mobile Future, Producer's Guild of America and many more.

### ENDPLAY, INC / CULVER CITY, CA / SENIOR DESIGNER [NOV 2011 - JUL 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 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 DESIGNER & ASSET MANAGER [FEB 2011 - NOV 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 efficiency gains 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 [AUG 2006 - APR 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. Successfully created a corporate branding guideline standard for all design materials to achieve a more cohesive synergy between all print and web 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 SCREENBLAST / CULVER CITY, CA / SENIOR DESIGNER [FEB 2003 - OCT 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 an online extension of newly-acquired video and audio editing software platforms, MovieStudio and Acid. 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.

“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, Miriam singlehandedly 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)**

**PARAGRAPH, INC / PHILADELPHIA, PA / SENIOR DESIGNER [NOV 2001 - JUL 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 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. Frequently 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 offerings to clients, maximizing site development efficiencies.

*Clients:* Aramark, Fork Restaurant, IKEA, ESPS/Liquent, McCormick Taylor, Reading Terminal Market, New Courtland Elder Services, NFL Films, SCT, SciQuest, Weyerhaeuser Company and WRC Media

**K2 DIGITAL / NEW YORK, NY / ART DIRECTOR [MAY 2000 - DEC 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 nurture and preserve consistency for client sites.

*Clients:* 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 [JUN 1998 - MAR 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.

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

**CRAYOLA / EASTON, PA / INTERN, ART & DESIGN [DEC 1997 - MAY 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.