

I AM **DORIE HERMAN**

a new york city-based freelance graphic designer + art director with experience creating promotions, presentations, branding, marketing materials, eblasts + event collateral

SAMPLE FREELANCE CLIENTS

Airport Marketing Income (AMI)	Magazine Publishers Association (MPA)
Civic Entertainment Group	Redbook Magazine
G2 Crowd	Weber Shandwick
HGTV Magazine	Wiley
Harper's Bazaar Magazine	Zeta Interactive

PREVIOUS FULLTIME GIGS

MARTHA STEWART LIVING OMNIMEDIA/MEREDITH CORPORATION
GRAPHIC DESIGNER (2011-2014), SENIOR DESIGNER (2014-2015) CREATIVE SERVICES
2011-2015 New York, NY

designed magazine collateral (sales tools, mailers, brochures, media kits, invitations, event signage, logos, packaging, posters, advertorials/comps)
created and executed top-level PowerPoint + Keynote presentations
managed all stages of print production including securing estimates, prepping files, color proofing, keeping organized records + maintaining quality control

TIME INC. NEWS GROUP
GRAPHIC DESIGNER, CUSTOM CONTENT
2010-2011 New York, NY

designed advertorial sections for Time, Fortune, Sports Illustrated + Money
created custom illustrations for section covers + interiors
designed sell sheets, comps, PowerPoints + other collateral

READER'S DIGEST MAGAZINE
GRAPHIC DESIGNER, MARKETING
2010 New York, NY

designed/produced print + electronic collateral for marketing department (brochures, in-book pages, event materials + presentations)
created comps + other materials for sales meetings
photo research + retouching

HOUSE BEAUTIFUL MAGAZINE
GRAPHIC DESIGNER, MARKETING
2008-2009 New York, NY

designed print + electronic pieces for marketing department (event materials, in-book pages + marketing collateral)
prepared comps + other sales materials
redesigned online media kit

WORKING MOTHER MEDIA
GRAPHIC DESIGNER, EVENTS
2007-2008 New York, NY

designed + produced all event materials
executed a re-branding campaign for division, including logos + website
oversaw hiring, art direction for internship program + freelance design staff

PROGRAMS I USE

InDesign	Photoshop	Illustrator	Keynote
PowerPoint	Word	Salesforce	

I HIT THE BOOKS

Parsons The New School for Design
AAS, Graphic Design

The Ohio State University
BA, Journalism

The American College in London
Study Abroad

SEE MY WORK

dorieherman.com

CONTACT ME ANY TIME

office 212 204 7092 mobile 201 417 5460 dorie@dorieherman.com