

Miriam Brack

Graphic Design &
Art Direction

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Experience

Mabbly, Chicago, 2.2022 – present

Senior Art Director, 3.2023 – present
Senior Designer, 2.2022 – 3.2023

- + Translated briefs into impactful solutions that align with brand guidelines, business objectives, and maintain the strategic vision
- + Directed and executed high-impact work, including paid campaigns, organic social, photoshoots, presentations, newsletters, and promotional materials
- + Developed and maintained brand identities that resonate with target audiences and align with strategic business objectives
- + Led, revised, and refined work with a team based on feedback from clients and colleagues, maintaining a flexible and collaborative approach
- + Presented and articulated work to internal teams and external stakeholders, demonstrating a deep understanding of the creative vision
- + Directed and mentored a team of creatives, providing guidance, feedback, and support to help them grow and develop their skills
- + Managed multiple projects simultaneously, balancing creative excellence with deadline-driven execution
- + Maintained strong client relationships, actively participating in strategic brand discussions and ensuring consistency in creative direction

Freelance, Chicago, 7.2020 – 2.2022

Graphic Designer

- + Adhered to brand guidelines to create marketing collateral, brochures, advertisements, logos, and animations.
- + Collaborated with a UX Designer on visual designs and developed UI style guidelines for a dashboard app.

Digitec Galaxus AG, Zurich, 7.2017 – 9.2019

Graphic Designer, 11.2018 – 9.2019
Junior Graphic Designer, 7.2017 – 10.2018

- + Art direction and design of multi-channel campaigns (Print, TV, OOH, digital)
- + Led project teams on expanding and improving cross-media campaigns
- + Explored new digital ad formats and data-driven concepts in collaboration with digital media designers and digital marketers
- + Collaborating in multidisciplinary teams, listening to and assimilating different points of view to help find win-win solutions and elevate the project
- + Managed multiple projects simultaneously, coordinating workflows, ensuring quality of work, adhering to deadlines, and addressing strategic objectives

Studio YAA – Visualizing Complexity, Basel, 2. – 7.2016

Graphic Design Intern

- + Translated data into compelling information visualizations
- + Further developed a corporate identity and built brand guidelines

Education

Zürcher Hochschule der Künste, 9.2013 – 6.2017

Bachelor of Arts in Visual Communication

School of the Art Institute of Chicago, 8. – 12.2015

Department of Visual Communication
Exchange semester

Skills

Fields

Advertising, marketing, branding,
editorial and information design

Creative Leadership

Concept development, brand
storytelling, team mentorship

Design

Typography, layout, composition,
motion design, problem-solving,
attention to detail, preparing files for
production

Software

Adobe CC (InDesign, Illustrator,
Photoshop, After Effects, Acrobat),
Figma, Basic HTML and CSS

Soft Skills

Strategic thinking, communication,
collaboration, time management

Recognition

ADC Switzerland 2020

Silver – Commercials

ADC Switzerland 2020

Bronze – Commercials

ADC Switzerland 2018

Student of the Year

AIGA 50 Books | 50 Covers 2017

European Design Award 2018

Finalist

CA Design Award 2018

Shortlist

IDA Design Awards 2018

Honorable Mention

iJungle Awards 2018

Merit Award