

Miriam Brack

Graphic Design &
Art Direction

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Experience

Freelance Graphic Designer, Chicago, 7.2020 – present

Clients: Siemens, Covid Alliance, Center for New Data, Local Search

- + Adhering to brand guidelines to create marketing collateral, brochures, advertisements, logos etc.
- + Creating a Squarespace website including the information architecture, web design, content art direction, art buying and icon design
- + Designing wireframes and visual interfaces for a startup's dashboard app
- + Collaborating with a UX Designer on visual designs and building UI style guidelines

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 collateral material, ads and national campaigns across diverse media (Print, TV, digital billboards, online banners, social media)
- + Leading project teams on expanding and improving cross-media campaigns, presenting designs and communicating their rationales to stakeholders and colleagues
- + Exploring new digital ad formats and data-driven concepts in collaboration with digital media designers and digital marketers
- + Packaging rebranding for made-to-measure boxes, working within production restrictions of both, the printer and a fully automated packaging machine
- + Collaborating in multidisciplinary teams, listening to and assimilating different points of view to help find win-win solutions and elevate the project
- + Managing multiple projects at once: Coordinating workflows, ensuring quality of work, adherence to deadlines and addressing of strategy objectives
- + Prioritizing and planning of multiple projects for a scrum team of 7 people as deputy of production management

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

Graphic Design Intern

- + Translating data into compelling information visualizations
- + Further developing a corporate identity and building brand guidelines
- + Compiling research, analyzing and interpreting content

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

International Design Summer School, Shanghai, 8. – 9.2014

Interdisciplinary and intercultural workshop

Universität Zürich, 9.2012 – 6.2013

Psychology and Film Science

Schule für Gestaltung Basel, 8.2011 – 6.2012

Preliminary design course

Skills

Software

Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Animate, Adobe XD, Acrobat), Sketch, Jira, Confluence, Slack

Creative

Strong typography & composition skills, great attention to detail, experience preparing files for production, conceptual thinking, problem-solving

Other

Organization and time management, solid verbal & written communication, collaboration, eager to learn*, self-motivated

* Started a coding class for HTML, CSS and Javascript

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
