

THOMAS MIRANDA

Graphic Designer

CONTACT

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🏠 New York, New York

ABOUT ME

Graphic designer inspired by media, pop culture, and the moments that shape how we connect with brands. I fuse storytelling, identity systems, and social-first design to create work that's both culturally relevant and visually striking. From concept to execution, I bring a thoughtful, detail-oriented approach and a collaborative energy to crafting design that resonates across platforms.

SOFTWARE SKILLS

Proficient in the Adobe Creative Suite



- Figma
- Shopify, Wix, SquareSpace, WordPress
- Final Cut Pro
- Photography & Videography
- Klaviyo
- Knowledge in HTML & CSS

EDUCATION

Farmingdale State College

Farmingdale, NY

Bachelor of Technology (Visual Communications)

- Graduated top of class - Summa Cum Laude

Suffolk County Community College

Riverhead, NY

Associate of Science (Graphic Design)

- Awards of Excellence in Advanced Media Arts & Creative Video

EXPERIENCE

Manager, Data Visualization and Graphic Design

NBCUniversal | New York, New York

January 2026 - Present

- Direct the design of high-impact, client-facing assets including presentations, one-sheets, newsletters, interactive experiences, and sizzle reels, optimized for clarity and engagement
- Transform brand guidelines into scalable templates and systems, enabling consistent execution across teams while maintaining flexibility for customization
- Lead cross-functional alignment across sales enablement, creative, and marketing teams to deliver cohesive, client-ready storytelling at scale
- Proactively identify opportunities to modernize ad sales organization communications through new formats, tools, and interactive design approaches

Senior Graphic Designer

Optimum | New York, New York

August 2024 - January 2026

- Art directed branded leadership events (e.g., Accelerate at Optimum), creating event logos, visual identities, and branded materials including workbooks, table tents, name badges, wall wraps, and various printed collateral
- Collaborated closely with the marketing team and external creative agency to shape the visual direction of Optimum's 2025 rebrand, contributing strategic design insight and helping define a cohesive identity system that reflects the company's renewed vision and values
- Create and maintain scalable design systems and asset libraries to streamline production workflows, ensuring consistency and efficiency across all internal and external visual communications

Graphic Designer (Ad Sales - Creative Partnerships)

NBCUniversal | New York, New York

December 2022 - August 2024

- Spearheaded the development and implementation of the new 2024 branding for the NBCU Ad Sales department, elevating the visual identity of events, marketing materials, presentations, and business ventures. (One23, One24, Upfront, NewFront, Commerce Enterprise Day, etc.)
- Conceptualized and developed diverse ad product solutions tailored for brands seeking to capitalize on NBCU's Peacock streaming platform, ensuring optimal viewer engagement while meeting advertiser objectives and brand guidelines
- Generated intricate ad product mockups customized for RFP submissions, offering prospective clients a vivid representation of final executions. Elevate the company's competitive positioning in bid proposals through compelling visual presentations
- Provided comprehensive graphic design support to the NBCUniversal Content Innovation Agency, including designing presentation materials such as slides, video graphics, and infographics, as well as crafting web graphics, e-blasts, and event signage for corporate communication
- Illustrated video graphics storyboards for client advertisements and sizzle reels, contributing to the creation of compelling visual narratives
- Conducted trend research to align with various design needs, ensuring that design choices were contemporary and aligned with market trends

Graphic Designer

Union Square Advertising | Lake Ronkonkoma, NY

February 2020 - December 2022

- Oversaw 15+ retainer client accounts in the hospitality, tech, engineering, and medical industries
- Engaged in daily consultations, fostered relationships, and conducted meetings with clients to define marketing and design objectives, scopes of work, and deliverable timeframes
- Spearheaded projects centered around crafting visual identities, including logos and associated branded content, from concept to completion
- Produced both digital and traditional print collateral (websites, menus, business cards, flyers, posters, clothing, product packaging, email blasts, etc.) across a variety of platforms while ensuring maximum brand awareness of target audience/market