



Thomas Miranda

CONTACT



thomasmiranda.com

(631) 624-6653

thomas.miranda11@yahoo.com

New York, New York

ABOUT ME



Passionate and creative graphic artist seeking a career in a field to create engaging, impactful artwork that will meet the needs of clients while adhering closely to schedules and deadlines.

- Efficient and enthusiastic learner
- Thorough problem solver
- Collaborative team member
- Interested in branding, typography, publication, and digital marketing/advertising

SOFTWARE SKILLS



Proficient in the Adobe Creative Suite



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

EXPERIENCE



Graphic Designer

Union Square Advertising | Lake Ronkonkoma, NY
February 2020 - Present

- Manage over 15 retainer client accounts in the hospitality, tech, engineering, and medical industries
- Consult, maintain relationships and meet with clients on a daily basis to determine marketing and design vision, scopes of work, and deliverable timeframes
- Lead projects involving visual identity such as logos and related branded content from concept to completion
- Produce 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

Digital Marketing Designer

Madison's Niche | Stony Brook, NY
March 2019 - February 2020

- Conceptualized, designed, maintained, and updated website homepage and individual product pages weekly (Shopify)
- Introduced and implemented new company standards. Revitalized dated branding to align with current trends and aesthetics
- Wrote advertising copy intended to effectively reach customers in the appropriate target markets to promote products and services
- Executed daily email marketing campaigns (via Klaviyo) and translated designs across a span of platforms for brand consistency and continuity (Instagram, Facebook, Pinterest, etc). Achieved heightened click and conversion rates and boosted revenue as a result
- Photographed in-house products for company website

Freelance Graphic Designer (2016 - Present)

Worked with over 25+ small businesses and independent companies to produce, mockup, and finalize design related content in various forms.

Experienced and proficient in marketing/advertising related design and social media. Other specialties include branded content such as logos, various print collateral, social media graphics, photography, illustrations, etc.

Latest clients:

- Realty Collective LLC
- Gimme Shelter Animal Rescue
- Town of Brookhaven's Disability Task Force
- Patchogue-Medford School District Arts Department
- JB Natural Life Co.

EDUCATION



Farmingdale State College | Farmingdale, NY

Bachelor of Technology (Visual Communications) - 2020
• Summa Cum Laude

Suffolk County Community College | Riverhead, NY

Associate of Science (Graphic Design) - 2018
• Awards of Excellence in Advanced Media Arts & Creative Video