THOMAS MIRANDA

Graphic Designer

CONTACT

thomasmiranda624@gmail.com

(631) 624-6653

thomasmmiranda.com

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.

SKILLS & SOFTWARE

Proficient in the Adobe Creative Suite

Ai Ps Id Lr Xd Pr

- Generative AI & Creative Automation *(ChatGPT, Claude, Adobe Firefly, Copilot, Midjourney)*
- Figma
- Shopify, Wix, SquareSpace, WordPress *(Knowledge in HTML & CSS)*
- Final Cut Pro
- Photography & Videography
- Klaviyo

EDUCATION

Farmingdale State College
Farmingdale, NY
Bachelor of Technology *(Visual Communications)*
- Graduated #1 in 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

- Lead the integration of AI-powered tools across daily creative workflows, establishing new approaches to ideation, asset creation, and production that improve efficiency and expand creative capabilities
- Oversee the creative development and final delivery of integrated event materials for marquee external moments (e.g., NBC100, Cannes) ensuring a cohesive experience across presentations, environmental graphics, and printed collateral
- Direct the design of high-impact, client-facing assets including presentations, one-sheets, newsletters, interactive experiences, and sizzle reels, optimized for clarity and engagement
- Drive cross-functional alignment across Sales Enablement, Creative, and Marketing teams to deliver cohesive, client-ready storytelling at scales

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
- 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