

# Meredith Sinai

Designer. Artist. Strawberry.








## Skills

Print design	HTML/CSS
Digital design	UX/UI
Web design	Creative ideation
Motion design	Art direction
Illustration	Collaboration
Typography	Multitasking
Branding & identity	Critical thinking
Conceptualizing	Problem Solving
Photography	Storytelling
Image retouching	Tidiness
Color Theory	Attention to detail
PowerPoint design	Time management
B2B design	Brainstorming
B2C design	Adaptability

## Software

Adobe Creative Cloud	Figma
Adobe Photoshop	Webflow
Adobe Illustrator	Microsoft PowerPoint
Adobe InDesign	Microsoft Office
Adobe After Effects	Keynote
Adobe Acrobat	Final Cut Pro
Adobe Lightroom	iMovie
Adobe Premiere Pro	Blender

## Contact

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## Work Experience

### Sky

#### Senior Designer

Jul 2023–Present

Designing for the through-the-line advertising team, this role involves creating digital and print creative for various Sky brands. Projects include crafting emails, web banners, direct mail, and out-of-home (OOH).

### Golin

#### Senior Designer

Oct 2021–Aug 2022

#### Middleweight Designer

Oct 2020–Sept 2021

#### Junior Designer

Jun 2018–Sept 2020

#### Graphic Design Intern

Jan 2018–May 2018

Leveraged my creativity and technical skills to produce visual assets for over 40 top-tier brands including McDonald's, Walmart, Allstate, Dow Chemical, Ferrara Candy, Janssen, PepsiCo, Conagra Brands, Grubhub, and General Mills.

Designed for print, digital, social, web, presentation and UX/UI. Experience designing conceptual ideas from start to finish.

Played a key role in the development of real-time social media content for McDonald's, managing the creation of mailer kits, influencer gifts, and Twitter posts that elevated the brand's social media presence.

Managed multiple accounts and mentored junior creatives.

### Zeno Group

#### Graphic Design Intern

May 2017–Nov 2017

Designed infographics, invitations, lookbooks, logos, infocards, and PowerPoint presentations for 30+ major brands including Netflix, Teavana, Pizza Hut, and Serta. Photographer and image retoucher for social media posts and Zeno related events.

## Education

### James Madison University

2012–2016

BFA in Graphic Design