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# MERIDITH RYAN OSIFCHIN

## SAY HELLO

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www.meridithryan.com  
Philadelphia, PA 19125

## EDUCATION

Drexel University  
Antoinette Westphal College  
of Media Arts and Design  
B.S. Graphic Design, 2006  
3.6 GPA  
Cum Laude graduate

## SKILLS

Mac & PC Platforms  
Adobe CC  
QuarkXPress  
Constant Contact/Act-On  
HTML  
Microsoft Office  
35mm and Digital Photography  
Screenprint

## ACHIEVEMENTS

**2009:** ASBPE National Gold Award;  
ASBPE Regional (Northeast)  
Silver Award  
**2008:** ASHPE Silver Award;  
ASBPE Regional (Northeast)  
Silver Award

## VOLUNTEER WORK

+ Australian Cattle Dog  
Rescue Association  
+ Franciscane Home for  
Smaller Animals  
+ International Coastal Cleanup  
+ Shofuso Japanese House & Garden

## EXPERIENCE

### ART DIRECTOR, GRAPHIC DESIGNER, & PHOTOGRAPHER

MERIDITH RYAN OSIFCHIN DESIGN  
JUNE 2006 – PRESENT + PHILADELPHIA, PA

- Develop creative logos, brand identity, and marketing materials
- Create customized invitation suites for special events; manage printing costs
- Design and maintenance of websites, social media accounts and e-commerce shops
- Style and photograph lifestyle shoots: process, retouch and deliver images

### SENIOR GRAPHIC DESIGNER

FOX REHABILITATION  
AUGUST 2014 – PRESENT + CHERRY HILL, NJ

- Design of print and digital campaigns including flyers, brochures, newsletters, direct mail, e-mail and social media graphics
- Communication of project direction to both internal and external resources while managing creative submissions, revisions and approvals
- Digitized internal design requests; introduced an online organizational, ticketing, and time tracking software for the Design department
- Management of department job trafficking, project assignment and scheduling for a team of five
- Overhauled brand photography aesthetic across all marketing collateral; worked as the sole photographer documenting therapy sessions; assisted team in meeting brand standards as department grew

### GRAPHIC DESIGNER

HEALTH ADVOCATE  
JULY 2010 – AUGUST 2014 + PLYMOUTH MEETING, PA

- Created and ensured on-time delivery of three monthly member newsletters
- Prepared files for translation; performed quality control of translated documents
- Branded internal campaigns and special events
- Designed and updated B2B and consumer materials and sales tools
- Ensured documents were created following print procedures; finalized files, reviewed proofs
- Operated plotter and utilized various banner-weight papers and vinyl for internal signage

### GRAPHIC DESIGNER

VALLEY FORGE PUBLISHING GROUP  
NOVEMBER 2006 – JUNE 2010 + NORRISTOWN, PA

- Designed editorial cover stories, articles, and created magazine templates for rt image
- Researched stock photography; retouched and manipulated images
- Managed online editorial content updated bi-weekly; promoted brand on social networks
- Collaborated with art director, editor and publisher to revamp website
- Coordinated layout of classified pages, designed ads; performed pre-press functions
- Researched and designed effective e-mail marketing templates which generated ad sales

### GRAPHIC DESIGN ASSISTANT

THE FRANKLIN INSTITUTE  
SEPTEMBER 2004 – MARCH 2005 + PHILADELPHIA, PA

- Designed print material including logos, newsletters, brochures and ads
- Operated vinyl cutter to create promotional signage for gift shop
- Assisted in the installation of a redesigned building-wide wayfinding system

### COMPUTER LAB ASSISTANT

DREXEL UNIVERSITY DESIGN & IMAGING STUDIOS  
JANUARY 2004 – MARCH 2006 + PHILADELPHIA, PA

- Provided students with technical support for design programs and large format printers
- Utilized iCal scheduling for equipment requests; completed monetary transactions