

M

MERIDITH RYAN OSIFCHIN

SAY HELLO

meridithryan@gmail.com
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
- Film 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

- Woodstock Farm Sanctuary
- Australian Cattle Dog
Rescue Association
- Francisvale Home for Smaller Animals
- International Coastal Cleanup
- Shofuso Japanese House & Garden

EXPERIENCE

ART DIRECTOR, GRAPHIC DESIGNER, & PHOTOGRAPHER

MERIDITH RYAN OSIFCHIN

JUNE 2006 - PRESENT + PHILADELPHIA, PA

- Develop creative logos, brand identities, 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 marketing 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
- Management of job trafficking, project assignment and scheduling for a team of five
- Introduced an online ticketing, tracking and project management software to the department which digitized requests from clients and facilitated the organization of all digital assets
- Overhauled brand photography aesthetic used across all marketing collateral; worked as the sole photographer documenting therapy sessions; ensured team members met brand standards as the department grew

GRAPHIC DESIGNER

HEALTH ADVOCATE

JULY 2010 - AUGUST 2014 + PLYMOUTH MEETING, PA

- Created and ensured on-time delivery of three monthly member print and digital 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 templates for a bi-weekly magazine
- 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 used on-site
- 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