



IVY FULD

DESIGN & CODE

BROOKLYN / NEW YORK

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EXPERIENCE

JR. ART DIRECTOR, VAYNERMEDIA (JUL 2014 - Present)

Concept and build large-scale creative social digital campaigns focused on brand storytelling
Design, produce, and art direct photo shoots in collaboration with production team
Mentor designers to refine skills and aesthetic, client-facing skills, and photo shoot direction

FREELANCE DESIGNER, CREW CUTS (AUG 2014 - SEPT 2014)

Designed new web templates for front-end re-launch of the company's main site utilizing mobile-first strategy

FREELANCE FRONT-END DEVELOPER, BOTTOMLESS CLOSET (NOV 2013 - JUNE 2014)

Co-developed front-end HTML & CSS implementing a new responsive design
Created static HTML style guide for client

FREELANCE DESIGNER, ARTFULLY AWEAR (DEC 2012 - OCT 2013)

Developed visual identity for the popular fashion blog
Implemented all designs to the specifications of the blog's existing CMS

FREELANCE DESIGNER, ALEXANDER CARDIA (SEPT 2012)

Designed graphical elements for use in web presence, business cards, and reels

ASSISTANT MANAGER OF INDIVIDUAL GIVING, RUBIN MUSEUM (MAR 2011 - JULY 2014)

Designed, managed, and executed creative and logistic aspects for the museum's annual Gala
Designed and updated web presence, materials and presentations for donor outreach
Managed relationships with major donors and high-level members

DEVELOPMENT ASSISTANT, JACOB BURNS FILM CENTER (NOV 2008 - MAR 2011)

Served as primary contact for highest-level donors
Created event décor, fundraising materials, presentations, & planned yearly special events
Managed production of year-end appeal video and media campaign

SKILLS

CODE

HTML & CSS, Javascript, Sass,
AJAX, PHP, MySQL & Git

DESIGN

Adobe CS - Photoshop, Illustrator, &
InDesign

ADMIN

Raiser's Edge & DonorPerfect Databases
MS Office - Word, Excel, PPT, & Outlook
Social & Blogging platforms

EDUCATION

SCHOOL OF VISUAL ARTS, SVA (JAN 2012 - AUG 2012)

Studied principals of design, advanced typography, &
visual communication

SKIDMORE COLLEGE (SEPT 2004 - MAY 2008)

Bachelor of Arts
Concentration in Communication Design & Drawing
Business Management Minor

EXTRAS

Baker / Nail Polish Artist / Amateur Photographer