

**elif memisoglu..... graphic designer**

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emykdesign.com

**experience..... Freelance Designer, 2009-Present**

- Presentation for "NEXT: AIGA Design Conference" Denver, Colorado
- CNBC Television 20th Anniversary logo, ads for show specials
- Invitation design, party identity

**CBS Television Dstr., NYC Late Show with David Letterman, Graphic Artist 2008-2009**

- Worked with writers, show staff on developing graphics for late-night comedy

**CNBC Television, Englewood Cliffs, NJ Concept Design Specialist 2005-2006**

- Developed brand identity for various network redesigns and promo spots
- Responsible for interpreting the network objective into on-air and print collateral while keeping the brand essence
- Initiated coding system for graphics department which allowed animators to track and budget jobs
- Created storyboards, art directed final animation and photoshoot
- introduced 3-D animation to the network along with animators
- Worked and collaborated directly with Creative Director, Marketing, Animators, Producers and Directors
- Emmy-nominated 2003 network redesign
- Point person for high profile primetime show packages, on-air promos, breaking news stories, web-related material including intranet site and new business pitches
- Shows include: Mad Money, On the Money, Fast Money (CNBC's Primetime lineup), The Big Idea with Donny Deutsch, Dennis Miller, Suze Orman, The Ebay Effect, High Net Worth

**CNBC Television, Englewood Cliffs, NJ Freelance Designer 2003-2005**

- Developed graphics for dayside shows

**Vital Healthcare, Division of Saatchi and Saatchi Advertising NYC Art Director 2001-2003**

- Directed medical advertising campaign from concept and design of promotional material to strategic planning of the brand identity
- Art Directed journal ads, visual aids, direct mail, and rep motivational tools
- Developed sales and marketing materials with a team of writers, medical directors and account supervisors

**ICC Lowe, Division of Inter Public Group, Parsippany, NJ Art Director 1999-2001**

- Developed creative strategies with clients, supervised execution of projects, managed photoshoots and press checks
- Developed product web site along with Internet team
- Directed launch of national promotional campaign from concept to final execution for multi-million dollar, chronic care therapy
- Created launch ad material for "The Michael J. Fox Foundation"

**ICC Lowe, Division of Inter Public Group, Parsippany, NJ Group Designer 1998-1999**

- Worked with various art directors on ads, corporate identity, and intranet web site

**Martha Stewart Living Omnimedia, NYC Assistant Promotion Designer 1997-1998**

- Concept and design for magazine advertorials and special advertising sections

**know-how.....** Mac and PC Platforms, Adobe Creative Suite CS5.5 (InDesign, Photoshop, Illustrator, After Effects and Acrobat Professional) MS Outlook (Powerpoint, MS Word and Excel)

**education.....** School of Visual Arts, Continuing Ed  
(Dreamweaver, Experimental Portfolio, Introduction to HTML/CSS) 2007-2008  
School of Visual Arts, Bachelor of Fine Arts in Graphic Design 1996

**delight.....** Emmy Award Nominee for CNBC 2003 Redesign  
Five concepts published in Graphis International Design