

FARIZ MERAXA

Graphic Designer/Art Director

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EDUCATION

Shillington School, New York, NY
Certificate in Graphic Design

Baruch College/CUNY, New York, NY
Bachelors of Arts

Major: Corporate Communications; Minor: Marketing and Graphic Design

EXPERIENCE

PepsiCo Design + Innovation, New York, NY
Senior Designer

September 2021–Present

- Art directs all social content. Works with brand and regional design teams to ensure all deliverables embody design excellence while following each channel's best practices.
- Advances channel growth by supporting culturally relevant content, including captivating still images, motion graphics and type animations.

TBWA\Chiat\Day, New York, NY
Graphic Designer

December 2018–August 2021

- Conceptualizes and executes on the design for all digital, print, and advertisement materials.
- Manages multiple projects to design web pages, banners, and digital OOH experiences together with the UI/UX team.
- Trains and oversees junior designers on day to day agency tasks and design asks to ensure timely submission of all deliverables.

TBWA\Worldwide, New York, NY
Lead Business Development Designer

June 2016–December 2018

- Designed multiple presentations for client pitches under very tight deadlines
- Collaborated with c-suite, strategy, and creative teams in a large agency setting to ensure consistency in design language during pitches.
- Collaborated with Creative Directors and design teams across multiple offices on TBWA's rebrand.
- Responsible for designing marketing collateral, stationary, RFP's, and promotional material for the agency.

CoreSlide, New York, NY
Junior Designer (freelance)

November 2016–August 2016

- Designed iconography, and infographics for presentation decks.
- Create templates for business collateral such as fact sheets and white paper.
- Managed design of brand guidelines for multiple agencies in the advertising industry.

SP Paone Events, New York, NY
Junior Designer/Marketing Assistant (freelance)

November 2012–September 2014

- Created layouts for proposals/sponsorship packages for Toyota, UFC, and NBC Sports at the MMA World Expo.
 - Designed ads across multiple platforms ranging from newspapers to digital marquees.
 - Created material for expositions and conferences including booths, entrances, gift bags, wristbands, and event badges.
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SKILLS

Software: Advanced in Adobe Photoshop, Illustrator, InDesign, After Effects, Keynote, Microsoft Word, Excel, PowerPoint, Excel, able to work in both Mac and Windows

Web Tools: Sketch, Miro, Figma