



hillary friedman *lakeside, montana*

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professional
profile

Senior Graphic Designer with extensive experience spanning a diverse range of industries including BPO, sports, finance, non-profit, publishing, advertising, PR, tech, fashion, and beauty.

skills &
capabilities

Presentation: PowerPoint, Keynote, Google Slides, Figma Slides, Canva

Print & Digital: InDesign, Photoshop, Illustrator, Dreamweaver, XD, Acrobat, Canva

Web & Email: SquareSpace, Strikingly, Shopify, MailChimp, ConstantContact, Blueshift, Basic HTML

freelance
experience

Hillary Friedman Design, LLC – 12/04 to Present

- Design and produce presentations (PowerPoint, Keynote, Google) ensuring clarity and visual impact
- Create sales, marketing, event, and trade show collateral, maintaining information hierarchy and visual appeal
- Design and develop digital assets, including email marketing, social media, and basic HTML websites
- Develop logos, brand identities, and visual systems for startups and brands across multiple industries
- Manage multiple projects simultaneously to deliver work on or ahead of schedule while adapting to evolving client and deliverable needs

Small Business Experience:

- Build and maintain client relationships, communicating design concepts and solutions with clarity and passion
- Project management and client communication to ensure smooth project execution and client satisfaction

Partial Client List:

8th Brick Group, The AD Club of NY, Burton Snowboards, CinemaCon, Edelman, Facebook/Instagram, Gucci, NIKE, Reuters, myzinglife.com, Starbucks, Tricoci Salon & Spa

full-time work
experience

8/22 to 10/25: Presentation Designer, Sales Enablement Marketing @ Foundever – Remote

- Designed elevated PowerPoint presentations for new client pitches, internal communications, and executive leadership
- Collaborated closely with the CMO, sales, and marketing teams to deliver visually compelling and effective presentations, print, and digital deliverables
- Managed multiple design requests, ensuring timely delivery and adherence to brand guidelines
- Communicated design concepts and solutions to stakeholders, adapting to feedback and project requirements

4/04 to 12/04: Art Director, Marketing & Sales @ Good Housekeeping Magazine – New York, NY

- Established and led an art department supporting ad sales and marketing teams, fostering creative collaboration
- Engineered workflow and procedural guidelines, hiring and managing designers, freelancers, and illustrators
- Maintained and enhanced brand identity through strategic, consistent executions in print and online media
- Developed advertiser-focused solutions, including B2B presentations, media kits, sell sheets, and event collateral

5/01 to 4/04: Promotion Art Director @ Adweek Magazines – New York, NY

- Led creative services for sales, marketing, events, and conferences across six major publications
- Collaborated with project managers, sales staff, and executives to design promotional materials from concept to completion
- Developed postcards, sell sheets, direct mailers, brochures, media kits, advertisements, and HTML emails
- Established departmental guidelines for project requests and approvals, optimizing workflow
- Managed relationships with printers, illustrators, photographers, freelancers, and assistants

3/00 to 5/01: Graphic Designer: Print & Web @ Dreamlife.com – New York, NY

12/98 to 3/00: Graphic Designer @ Channell Communications – New York, NY

6/97 to 12/98: Graphic Designer @ International Media Partners – New York, NY

education &
interests

University of Wisconsin-Madison | BS in Art: Graphic Design Concentration

Travel, SUPing, Snowboarding, Fitness, Pop Culture, Fine Art and Volunteering