

# MARTHA LYNN LASKIE

## PROFESSIONAL GRAPHIC DESIGNER

(914) 325-1619 | martha.laskie@gmail.com | www.designpolymath.com |

### DESIGNER PROFILE

- Multidisciplinary designer with 13+ years versatile expertise in all industry standard softwares including Adobe Creative Suite, Microsoft Office as well as mobile applications, content management and web applications
- 360° degree agency services supporting clients from initial idea stage through completion, easily handling multiple projects simultaneously delivering on time and on budget. Specializing in branding, presentations and marketing, with a clean, modern aesthetic
- Able to work effectively under tight deadlines, both as an individual or collaborative effort, leading teams with open round table discussions and providing creative direction for multiple projects
- Projects include full branding, UX/UI, full CMS systems including content management for multiple companies, print, invitations, presentations, web design, interactive form creation, and events
- Industry experience includes: corporate finance, insurance, pharmaceutical, law, consumer packaged products, real estate, construction, hospitality, green, fashion and luxury brand retail

### PROFESSIONAL GRAPHIC DESIGN EXPERIENCE

#### LEAD DESIGN | NEW YORK POWER AUTHORITY

2023 – 2024

Remote

- Creative lead on all high profile projects for a state run agency environment including annual budget reports with special attention to data visualization.
- Consideration of expansion of the brand including a custom icon library as well as consultations for print services
- Internal graphic communications for employee information including digital signage for the office as well as social media posts and advertising including custom illustrations.

#### SENIOR DESIGNER | COSGROVE & ASSOC DESIGN AGENCY

2022 – PRESENT

Remote

- Art Direction for multiple financial clients including PNC Bank, designing custom debit and credit cards for high net worth banking clients for disruptive application of communication services
- Custom design for credit cards on behalf of the 2024 Olympics for VISA utilizing initial brand guidelines and expanding the purview of the design aesthetic with conceptual layouts for multiple options
- Wire-framing, prototyping and UI/UX production services for Frontier Airlines with promotional Calls-to-Action to increase ridership during seasonal marketing campaign
- Direct mailing design for New York Life Insurance on behalf of AARP for effective communication for clients with visual impairment in accordance with federal ADA regulations

#### CREATIVE DIRECTOR | CNR BANK

2021 – 2022

Remote

- Creative management for small team of creatives to elevate and engage a full comprehensive brand identity encompassing every marketing piece available to the team creating a cohesive package bringing the CNR brand to a sophistication matching its high net worth clients
- Custom presentation design, as well as white papers, and perpetual updates to a full brand identity across the entire company including iconography, illustration and imagery on behalf of client
- Elevation of entire marketing strategy through custom layouts, branding initiatives as well as implantation of software installation for efficiency and organization of department

#### ART DIRECTOR & WEB DESIGNER | TOMBOLINO RISTORANTE

2015 – 2023

377 Kimball Ave, Yonkers, NY

- Conceived, delivered and integrated, full brand identity for high volume restaurant with emphasis on clean, modernist layouts paired with classical traditionalism, increasing revenue by up to 40%
- Brand includes logo design, website, business cards as well as menu design promotional videos and web banners for marketing initiatives as well as strategies for continued growth over time
- Established social media presence to increase foot traffic as well as implanted on-line ordering systems through third party platforms and organized follow up email with previous guests

### EDUCATION

#### SUNY PURCHASE COLLEGE SCHOOL OF ART & DESIGN

Graduation '09

**Bachelor of Fine Arts Degree**  
Graphic Design & Art History

### SOFTWARE PROFICIENCY

#### ADOBE CREATIVE SUITE

Acrobat, Animate, Photoshop, Illustrator, Dimension, InDesign, XD, InCopy, Fresco

#### MICROSOFT OFFICE

Word, PowerPoint, Excel

#### PRESENTATION DESIGN

Keynote, Prezi, PowerPoint

#### WEB DESIGN

Adobe Muse, Square Space, WIX, WordPress, Dreamweaver, HMTL/CSS, Adobe Spark

#### VIDEO PRODUCTION

Adobe Premiere, Animate, After Effects

#### OTHER

Sketch, Figma, Jira, Sales Force, Trello

### AWARDS & HONORS

**Best Graphic Designer - Yonkers** 2022  
Expertise.com

**Best Web Designer in Yonkers** 2021  
Designrush.com

**Best Design Consultant in Yonkers** 2020

**Creative Hot List** 2019

**'Yonkers Best Design Consultant'** 2020

### AFFILIATIONS

Professional Women of Westchester

BNI, Yonkers

Westchester Democrats

Bronx Chamber of Commerce

AIGA, NY

Freelancers Union, NYC

Graphic Artist Guild

Business Council Of Westchester

## EXPERIENCE CONTINUED

### SR. PRESENTATION DESIGNER, CONSUMER & RETAIL | J.P. MORGAN

2018 – 2020

383 Madison Avenue, New York

- Management and execution of all high profile presentation design projects and proprietary clients resulting multi-million dollar investments for multiple clients at once
- Foundational design and marketing strategy through presentation, focusing on food and beverage retail and consumer products with creation of user-friendly templates for future client use
- Principally lead implementation of up-to-date design techniques and stylized typography producing excellently designed presentations including creating data visualizations, infographics and developing narrative driven marketable pitch decks
- Creative direction for all prominent Fortune 500 clients, including public IPO-centric pitches and Bake-off deals, receiving multiple deal toys from successfully landed projects

### CREATIVE CONSULTANT WEB & PRINT | CIT DIRECT CAPITAL

2017 – 2018

Remote

- Full range of graphic design services for CIT Bank, and affiliates including social media graphics, HTML Emails, infographics, ad campaigns and digital design
- Extensive design for in-house PowerPoint template used by entire company with attention given to chart design and information accuracy
- Print & digital advertisements, invitation packages and event design presentation for trade shows and editorials, for multiple partners

### BRAND DESIGN SPECIALIST | OLIVER AGENCY

2016 – 2017

55 Broad Street, New York, NY

- Successfully created multidisciplinary graphic design for global luxury brand clients including Marriott Hotels, Bonobos, St Ives, KPMG, Unilever, and Starwood Hotels
- Implemented interactive form creation for Starbucks internal store interior design portal with full behavior code and extensive layout to maintain Starbucks brand standards
- Supported print team with specialty printing for Barclay Card proposal resulting in landing of high end global account as well production of entire project under budget

### NATIONAL BRAND MANAGER | CENTRAL TURF & IRRIGATION

2014 – 2016

8 Williams Street Elmsford, NY

- Creation, design, and development of company branding including style guide for entire brand, for both print pieces and website from initial layout to full completion.
- Stewardship of brand identity to ensure cohesive consistency across all implementations, including informative videos and instructional documents
- Presentation of modern and clean branding style to drive sales to entire company encompassing over 30 locations in US and Canada with individual attention to each.
- Lead generation, direct sales inquiries, and customer acquisition based in social media and digital marketing
- Organizing corporate promotional events, as well as monthly product specials, inbound marketing pieces, and informative presentations

### ART/CREATIVE DIRECTOR | ALPHA BETA CREATIVES

2013 – 2014

1 Alexander Avenue Yonkers, NY

- Strategy for execution, development, presentation and layout of entire company identity including custom logo design, iconography, infographics and overall website design to start up a national crowd-funding online platform
- Effectively turned ideas and messages into visuals, resulting in successful campaign while adjusting and presenting work to clients and making changes to a project's direction as needed
- Copy writing, design and structure of company investment pitch deck, provided in various formats for multiple platform uses
- Guidance and consultation for printed materials, with expertise devoted to paper choice, printing variations and budget restrictions for volume

### ART DIRECTOR | VILLAGE PRINT & MEDIA

2010 – 2013

20 East 13th Street, New York, NY

- Sales, advertising and marketing graphic design considered for a sales capacity. Utilized established market in order to increase sales in the design department
- Excellence in customer service, offering a full range of design and production options to allow for budgetary restrictions within client guidelines
- Execution of high-profile projects from start to finish with client acquisition, creation, development of design projects through production to completion

## RELEVANT SKILLS

- Adobe Creative Suite
- Advertising
- Analytics
- Apparel Design
- Art/Creative Direction
- Branding Design
- Budgeting
- Business Promotion
- Copy Writing
- Data Visualization
- Email Marketing
- Event Planning
- Figma
- HTML/CSS
- Identity Systems
- Illustration
- Infographics
- Invitations
- Jira
- Logo Design
- Marketing Development
- Messaging
- Microsoft Office
- Motion Graphics
- Package Design
- Pattern Design
- Pitch Decks
- Presentations
- Prezi
- Printing
- Production
- Project Management
- Sales & Marketing
- Social Media
- SquareSpace
- Trello
- Typography
- Vendor Selection
- Web Design
- Word Press
- XD

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## VIRTUAL/SHORT TERM FREELANCE PROJECTS

- REMOTE** **DECEMBER 2022 – MARCH 2023**  
**BRANDING SPECIALIST | INTERWELL HEALTHCARE**
- Custom design for re-brand of internal materials for healthcare specialty services in nephrology including diagrams, custom illustration and pitch deck/presentation design
  - Projects entailed design for all internal use materials including stationery, ID badges, Interactive backgrounds for virtual communications, social media design as well as template creation for White papers, Biographies, Articles and promotional materials.
  - Liaison with printing vendors on behalf of company for price reduction negotiations as well as designing trade show materials with emphasis on budgetary restrictions
  - Custom ad design for Bloomberg Wealth magazine for full page spread of periodical as well as template creation
- REMOTE** **MAY – APRIL 2023**  
**PRESENTATION DESIGNER | CONCARLOS THERAPEUTICS**
- Recreation and custom visual representative material for pitch deck
  - Custom illustration including pharmaceutical diagram construction resulting in a stream lined and well laid out set of visual infographics
- REMOTE** **MARCH – MAY 2022**  
**BRAND DESIGNER | NACD**
- Creation of custom web design content, as well as updating multi-platform social media initiatives, custom HTML email, and marketing materials
  - Planning, execution and delivery of Summit event materials, including UI/UX services, wire framing, art direction and style preparation
- REMOTE** **FEBRUARY – APRIL 2021**  
**DESIGN CONSULTANT | VONGE COMMUNICATIONS**
- Updated and created new established brand identity utilizing isometric illustration to demonstrate information hierarchy through custom designed marketing pieces
  - Projects include custom presentations through Google Slides, with print and digital media as well as custom created iconography and gradient modeling thought rendered design through the Vonage brand standards.
- REMOTE** **FEBRUARY – MARCH 2021**  
**PRODUCTION DESIGNER | WWE**
- Brand-centric resizing and editing for past artwork and banners for multiple media events within the WWE
  - Direct to file digital photo editing utilizing Adobe Photoshop for creation of high quality web and television banners in preparation for transition to the streaming service "Peacock" owned by NBC/Universal studios
- NEW YORK** **OCTOBER – DECEMBER 2020**  
**PRESENTATION DESIGNER | ORGANIC AGENCY**
- Keynote Design for multiple brands including pharmaceutical, skin care, and consumer packaged goods
  - Custom illustration, iconography, chart creation and infographics while maintaining brand standards for various identities
- NEW YORK** **NOVEMBER 2020**  
**BRAND DESIGNER | RAVENSBURGER**
- Design, layout and update of licensed brand materials card set board games including design for instructional manual, individual cards and game board for Marvel® licensed products
  - Photoshop utilization for image enhancement and implementation of brand adherence styles and materials
- REMOTE** **MAY 2018 – DECEMBER 2019**  
**BRAND DESIGN CONSULTANT | CHUBB INSURANCE**
- Creation of customized iconography, maintaining established brand identity system to inform a cohesive icon library.
  - Accelerated efficiency within rebranded materials by creation and production of Business Continuity Guide including interactivity and digital layout for multi-platform use
- REMOTE** **SEPTEMBER 2018**  
**BRANDING DESIGN CONSULTANT | KAHUNA MARKETING**
- Expertise provided in transitional re-branding for entire company including design identity system and implementation across documents to well received audience
  - Creation of company style guide for proper usage as well Interactive E-book creation with custom isometric illustration as well as icons and typography
- NEW YORK** **APRIL 2018**  
**PRINT DESIGN SPECIALIST | ZACHYS WINES & SPIRITS**
- Luxury retail design for high profile client in wine consignment projects include full layout of auction catalog, invitations for wine tastings for multiple events.
  - Utilization and installation of Adobe InCopy, allowing for smooth transition of copy editing for auction catalog, eliminating errors and increasing productivity. HTML based Email design as well as website updates and digital materials.
- REMOTE** **AUGUST 2017**  
**PRESENTATION DESIGNER | GONGOS MARKETING**
- Engaging presentation design with special attention to data points allowing for information precision when designing.
  - Custom graphics, and typography for presentation of customer centric marketing and the effects of how a long-term goal-based marketing strategy can increase gains over time information.
- NEW YORK** **SEPTEMBER – OCTOBER 2016**  
**BLOOMBERG & ASSOCIATES | PRESENTATION DESIGNER**
- Updating and establishing presentations for in-house use by employees for easy drag & drop user interaction
  - Emphasis on creating an easy-to-use workflow in Microsoft PowerPoint, allowing for imagery and typography in tandem with Bloomberg's brand identity.
- NEW YORK** **MAY – OCTOBER 2014**  
**LAZARD ASSET MANAGEMENT | BRAND SPECIALIST**
- Perpetuating brand standards throughout all documents, including Mutual Fund and Emerging Market profiles and platforms.
  - Investor pitch decks with comprehensive charts/infographics presented in dynamic visuals to provide easy to understand information.
  - Marketing collateral for trade shows, promotional pieces and internal events with full maintenance of visual identity guides.
- NEW YORK** **MARCH – OCTOBER 2013**  
**CITIBANK | GRAPHIC & WEB DESIGNER**
- Internal graphic design for Citi and its affiliates, including design of posters, presentations, events and client meetings.
  - Digital templates for Citi Gold, Citi planned events, Investment biographies and financial pitch books.
  - Interactive projects include video presentation in lobby of building viewed by entire global employee base, as well a collaboration on promotional web pages.
- NEW YORK** **NOVEMBER 2012 – MARCH 2013**  
**RKF & ASSOC. | PRODUCTION DESIGNER**
- Print and production expertise given as a freelance contractor, for short-term projects including annual look book, realty listing fliers and general design for marketing material.
  - Area planning, floor plans and map work, with matching RKF's award winning design aesthetic and design sensibilities.

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### PROFESSIONAL REFERENCES

**MARGE GANDOLFI • (646) 928-5624**

Client & Digital Experience Product Leader | City National of Rochdale  
[marg.gandolfi@cnr.com](mailto:marg.gandolfi@cnr.com)

**ANATASHIA PODOLSKAYA • (323) 401-0763**

Senior Designer | J.P. Morgan | New York, NY  
[podolskayanastia@gmail.com](mailto:podolskayanastia@gmail.com)

**PIETRO SICILIANO • (914) 760-5744**

Former Owner | Tombolino Ristorante, Gift Certificate USA  
[info@giftcertificateusa.com](mailto:info@giftcertificateusa.com)

**LAURA GENTRY • (214) 728-0010**

Owner | LALA Model & Talent | Texas  
[lgentry@sbcglobal.net](mailto:lgentry@sbcglobal.net)

**LUCAS LUCIDO • (347) 239-7157**

Owner | Salsa Bembe | Yonkers, NY  
[directinghospitality@gmail.com](mailto:directinghospitality@gmail.com)

**MARVA FLETCHER • (845) 709-7266**

Treasurer | EPRA.org | New York, NY  
[mf2025@gmail.com](mailto:mf2025@gmail.com)

### PERSONAL REFERENCES

THERESA MENDEZ (315) 224-9922

MICHAEL GONZALEZ (914) 588-7454

JOSEPH MELGAR (917) 497-5170

*"Martha joined my team for a 6-month contract that extended to 9 months because of all the great work she was able to do for us. She has a strong design sensibility and helped us completely refresh our brand identity across countless assets in both digital & print. She developed templates to make moving forward easier on the team. She works well under pressure. She was also really flexible, adaptable and left us with a catalog of assets that we're proud of. If I had room for a full-time designer on staff, I would have kept her!"*

Marg Gandolfi, CCXP, MBA | City National of Rochdale  
Client & Digital Experience Product Leader

*"It's rare that you come across such a creative and easy-going person like Martha Laskie. She is an artist at heart and has a keen eye for elegant and visionary design solutions.*

*I had a pleasure of working with Martha at JP Morgan collaborating on many projects and being on the same team for more than a year. Martha's ability to effortlessly handle multiple projects was essential to our team. No matter how intense was our agenda, Martha made sure everyone is happy and taken care of. Martha is a true asset to any team that need professional, highly skilled and educated designer with brilliant design vision."*

Anastasia Podolskaya | J.P. Morgan  
Presentation Design

*"Martha redesigned the logo, website, menu and all the marketing materials for Tombolino Ristorante. She has been indispensable in her efforts to promote our business, and I highly recommend her services."*

Pietro Silciliano, Tombolino Ristorante, Yonkers, NY



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### DESIGNER PROFILE

- Highly creative multidisciplinary senior graphic designer who can ensure that brand messages are communicated with high visual impact as well as full immersion into brand development and consistency
- Offering agency quality 360° graphic design services including art direction, brand design, project management, printing production and marketing of businesses large and small
- Nimble design problem solver with successful execution of brand messaging and positioning as well as stewardship in marketing initiatives and narratives
- A natural leader with Art/Creative Director experience, leading teams up to 8 people for open idea generation
- Email marketing design experience in HTML, as well as Constnt Contact, and Mail chimp
- Expert presentation designer with expertise with Keynote, PowerPoint and Prezi
- Versatile expertise with current industry software including Adobe Creative Suite, (Photoshop, Illustrator, InDesign, Dreamweaver, XD, Animate, Premiere, FrameMaker, Muse) Microsoft Office (Word, PowerPoint, Excel) as well as web platforms such as WordPress, SquareSpace, and Apple Keynote, Pages, and Numbers. Additional software experience in Sketch, Figma, Google Slides, Trello, Jira, Box & Sale Force with CRM system analysis
- Background in create marketing agency environment with focus on corporate, financial, pharmaceutical, insurance, legal, healthcare, real estate, construction, hospitality, fin-tech, environmental, fashion and luxury brand retail
- Web design expertise in UI/UX front-end design includes custom wireframing, content layout as well as copy writing, phrasing and navigation in Wordpress, Squarespace, Ceros and custom CRM systems such as Salesforce
- Relevant branding experience includes brand design for J.P. Morgan, Vonage Communications, Phelps Northwell Health, Tombolino, MAJO Consulting, Constantinidis & Assoc, as well as The Archdiocese of New York, Gongos, Kahuna Marketing and Central Turf & Irrigation Supply
- Packaging design for consumer-packaged goods including Le Haute Spa, Eclipse skin care, Fab Feet, Janines Bakery, Simply Sweet, Moonflower Macarons, Tiara Hair Care and The Bean Coffee company
- Corporate design experience includes City National of Rochdale, J.P. Morgan, Visa, Citibank Private Clients, Chubb Insurance, CIT Direct Capital, Lazard Asset Management, Interwell Health, KPMG, Bloomberg and Assoc., Union Bank, Aetna and Smart Money Entrepreneurs
- Non-for-Profit work includes The Association for a Better New York, Westchester Women's Agenda, Grace Fellowship & Worship Center, FCW, and the Navis Foundation
- Video creation for Sherman & Sterling, Tombolino Ristornate, Alpha Beta Creatives, as well as many small to mid-sized businesses
- 13 + years experience in agency background graphic design services including branding, logo design, websites, presentations, project management, consultations, as well as effectively helming projects start to finish
- Agency experience from Oliver, Organic, and Cosgrove & Assoc with work including Marriott, Unilever, Starbucks, Visa, PNC Bank, Frontier Airlines, NY Life, Coca Cola, Johnson & Johnson, Ludibrderm and STEM products

### SOFTWARE PROFICIENCY

#### ADOBE CREATIVE SUITE

Acrobat, Animate, Photoshop, Illustrator, Dimension, InDesign, XD, InCopy, Fresco

#### MICROSOFT OFFICE

Word, PowerPoint, Excel

#### PRESENTATION DESIGN

Keynote, Prezi, PowerPoint

#### WEB DESIGN

Adobe Muse, Ceros, SquareSpace, WIX, WordPress, Dreamweaver, HMTL/CSS, Adobe Spark

#### VIDEO PRODUCTION

Adobe Premiere, Animate, After Effects

#### OTHER

Sketch, Figma, Jira, Sales Force, Trello

### AWARDS & HONORS

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|---|------|
| <b>Best Graphic Designer - Yonkers</b><br>Expertise.com | 2023 |
| <b>Best Web Designer in Yonkers</b><br>Designrush.com   | 2021 |
| <b>Best Design Consultant in Yonkers</b>                | 2020 |
| <b>Creative Hot List</b>                                | 2019 |
| <b>'Yonkers Best Design Consultant'</b>                 | 2020 |