Miranda Elder
New York City / Toronto
www.mirandaelder.com

Digital designer with 8+ years of experience delivering creative design solutions. Specializing in brand development and leveraging front-end development expertise to elevate my work as a UI/UX designer.

Employment History

Freelance Web and Graphic Design
2017 - Present

Worked independently for clients, designing and programming websites, logos, and brand activations. Managed project timelines and social media marketing. Notable clients include A.G. Cook, A Place for Mom, and Marla Kravice.

Junior Designer, Digital Counsel
New York City, February 2023 - November 2023

Designed website layouts and social media assets, curating colours, typefaces, and imagery across client engagements focused in the contemporary arts. Collaborated with writers, photographers, illustrators, and animators to advertise exhibitions and events. Notable clients include Hyundai Artlab and Metrograph.

UX/UI Designer, Long Lost Friends
New York City, August 2022 - February 2023

Created responsive web designs for clients with interactive Figma prototypes and thorough branding concepts. Defined user experience flows, communicating directly with developers to see projects to fruition. Notable clients include GQ, AMBUSH, and The Hundreds.

Creative Director and UI Designer, Circular Bodies
New York City, June 2021 - August 2021

Consulted general design decisions for the home and body brand. Worked with a team to reimagine website UI/UX and brand communications.

UI/UX Lead, Websona
Toronto, December 2020 - January 2021

Executed a mobile app working with a team of programmers and designers. Implemented design and user flow knowledge to create a smooth interface.

UI/UX Designer, DOHM
New York City, June 2020 - August 2020

Worked with a team to relaunch the skincare brand, creating a new visual identity system for packaging, web and mobile product design, advertising, and social media. Organized and prioritized assets needed from team members to stay on schedule. Executed a new web and mobile site design alongside co-owners, photographers, copywriters, illustrators, and marketing specialists.

HTML/JS Tutor, Parsons School of Design
New York City, September 2020 - February 2022

Served as a hardworking tutor to Sophomore BFA Communication Design students. Demonstrated excellent knowledge of HTML, CSS, and JavaScript.

Education

Parsons School of Design, BFA Communication Design, Minor in Code as a Liberal Art
New York City, August 2018 - May 2022

Graduated with Honors, Merit Scholarship 2018-2022, Dean's List 2018-2022

The Bishop Strachan School, OSSD
Toronto, June 2018

Head's List graduate (4.0 GPA), Arts Council Head, Service Leadership Award

Skills

Tools: Adobe Creative Suite, Figma
Programming: HTML & CSS, JavaScript, Python
Design: UI Design, UX Design, Typography, Print, Web Development / Design, Graphics, Logos, Iconography, Infographics, Print
Marketing: Social Media Management, Branding