

# MIRANDA SZCZESNY

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## CONTACT

Philadelphia, PA  
miranda.szczesny@gmail.com  
mirandasketch.com

## SUMMARY

Extensive experience across the signage and financial industries, along with a background in freelance and entrepreneurial projects. Expertise in optimizing workflows and creating efficient templates to help streamline business operations and drive overall effectiveness. Strong passion for continuous learning and professional growth, ensuring that the latest industry insights and innovations are consistently applied, benefiting both the business and the success of future collaborations.

## SKILLS

- Adobe Creative Suite
- Google Sketchup
- Microsoft Office Suite
- DreamWeaver
- Typography + Page Design
- Template Design
- Loom
- Notion
- iMovie
- Canva

## EDUCATION

**Towson University**  
August 2012 – December 2016  
Bachelor of Science in  
Mass Communication  
Focus in Advertising + Design

## EXPERIENCE

### Business Owner – Miranda Sketch Art

Philadelphia, PA | *June 2021 – Present*

- Expertly craft logos, branded visuals, and custom hand-drawn floral illustrations for premium wedding and event stationery, blending creativity with attention to detail to deliver long-lasting and memorable designs
- Commission original paintings and illustrations for clients, showcasing versatility in various artistic styles, techniques, and mediums
- Innovative product design with a focus on user-centered design principles, ensuring functionality and aesthetic appeal across diverse consumer markets

### Freelance Graphic Designer – Philadelphia Sign Company

Remote | *September 2022 – Present*

- Collaborated on the development of comprehensive brand books for BAU programs ensuring consistency and strategic alignment across visual identity systems
- Designed and created 3D assets and interactive elements using Google Sketchup software, enhancing client presentations and user experiences through dynamic and visually engaging designs

### Graphic & Production Designer – Quality Service Plus, Inc.

Bristol, PA | *June 2021 – July 2022*

- Developed and optimized brand book templates in Illustrator & InDesign to streamline the design process while enhancing consistency
- Collaborated with project managers and sales team to deliver high-quality books for both client and internal use
- Led production workflows alongside fellow designers, overseeing file preparation for large-scale printing, dye sublimation, vinyl cutting on the Esko machine, and material routing using laser and router technology, ensuring precision and efficiency
- Created layouts and print files for bi-yearly programs that helped drive revenue
- Designed custom acrylic patterns, dye sublimation prints, and unique graphics for office installations creating an inspiring and cohesive visual environment that reflected each brand's identity

### Graphic Designer – Philadelphia Sign Company

Palmyra, NJ | *October 2018 – June 2021*

- Collaborated with project managers to create dynamic brand books using Illustrator and Google Sketchup incorporating realistic 3D renderings of buildings and signage to provide clients with clear and visually impactful representations of their brand identity
- Developed comprehensive brand standards and templates to ensure consistency across all client materials, including managing the Buffalo Wild Wings account, maintaining strict accuracy between brand guidelines and execution
- Co-managed the Chase Bank account, overseeing organizational processes, implementing design changes and upholding brand standards to ensure seamless communication and alignment across teams

### Global Client Investment Reporting – T. Rowe Price

Owings Mills, MD | *August 2017 – August 2018*

- Curated data for global client presentations ensuring compliance with legal standards
- Facilitated cross-cultural communication as liaison between Tokyo and NA offices
- Led cross-training initiatives improving team efficiency and knowledge sharing
- Excelled under tight deadlines, managing time effectively without compromising quality