

JJ Friel

GRAPHIC DESIGNER

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Portfolio: www.jjfriel.nyc

AWARDS

School of Visual Arts

- Design Department Award Scholarship, 2023
- Henry Wolfe Award Scholarship, 2023

Pace University

- Pforzheimer Honors College, 2020-2021

SKILLS

- **Adobe Creative Suite**
Illustrator, InDesign, Photoshop, After Effects
- **Figma & UX/UI**
- **Photography**
- **Typography**
- **Creative & Art Direction**
- **Branding & Identity**

COURSEWORK

- Experiential Design
- Communication Design
- Branding Design
- Type Design
- Design Business
- Graphic Design
- Editorial Design

EDUCATION

School of Visual Arts, New York, NY

Expected 2025

- BFA Design

Pace University, New York, NY

2020-2022

- Coursework for BFA Fine Arts

WORK EXPERIENCE

Freelance Graphic Designer, Boston, MA - New York, NY

2017 - Present

- Select Clients: WPUB, Innovative Surgical Care, various Brooklyn music acts
- Designed collaterals such as flyers and social media materials to promote upcoming shows such as radio shows and live music to increase patronage
- Prepared web assets and layouts for small businesses
- Created and or refined branding guidelines for future streamlined use

Design Consultant, Brooklyn Roasting Company, New York, NY

2023

- Revitalized branding by collaborating directly with CEO and marketing team to develop new design solutions for brand consistency
- Analyzed trends in coffee industry to plan a new social media campaign centered around increasing positive customer outlook and followers
- Refined internal design language to make an effective transition to new team

RECENT PROJECTS

Art Director, Beatpod by Beatport Pop-up Nightclub Experience

2024

- Combined major themes of nightlife, music and neon lights, into a pop-up private party pod experience for lucky users of B2B music platform Beatport
- Ideated entire brand from start to finish, including branding, art direction, pop-up, internal UX/UI, and in-home and OOH ads to promote it

Art Director, Airbnb x Andy Warhol Ultimate Sleepover Experience

2024

- Recreated the iconic Pop artist's Silver Factory studio and transformed it into a sleepover for artists and enthusiasts with a roster of activities
- Designed themed collaterals, and in-home and OOH ads to promote it

PUBLICATIONS AND EXHIBITION EXPERIENCE

Queers On Tape, Bluestockings Co-op Bookstore, New York, NY

2023

Blend 41 Magazine, Pace University Arts, New York, NY

2021-2022

Pace University Arts Student Exhibition, New York, NY

2021

Fable Jones Studios "Open Ended" Exhibition, New York, NY

2021