

# INGRID FRAHM

## CONTACT

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817.948.2343

IngridFrahm.com

## EDUCATION

### ELON UNIVERSITY

MAY 2016

Magna Cum Laude

BA: Art (Significant Coursework: Digital)

BA: Strategic Communications

## HONORS

*Lambda Pi Eta* Honor Society

*Phi Kappa Phi* Honor Society

*Phi Eta Sigma* Honor Society

Presidential Scholarship Recipient

Warren Scholarship Recipient

## THE INTERNATIONAL SCHOOL OF BASEL, SWITZERLAND:

2008 - 2012

International Baccalaureate Diploma

## SKILLS

ADOBE CREATIVE SUITE

WOODWING SMART CONNECTION

DIGITAL PHOTOGRAPHY

MAC AND PC FLUENT

## EXPERIENCE

### GRAPHIC DESIGNER

HARPERSBAZAAR.COM, HEARST CORPORATION

MARCH 2019 - PRESENT // NEW YORK, NEW YORK

- Ensure all of *harpersbazaar.com* designed artwork is cohesive, clean, and true to our classic and sophisticated image
- Design article artwork, moving graphics, photo illustrations, and typographic treatments for fashion, beauty, bridal, cultural, and feature stories
- Provide art direction on set for *BAZAAR* digital shoots, in collaboration with photographers, prop stylists, and editors from concept to execution
- Design *BAZAAR* digital covers and cover stories
- Create graphics for social platforms, and collaborate with our marketing team on event aesthetic and materials

### DESIGNER

MARIE CLAIRE MAGAZINE, HEARST CORPORATION

JULY 2018 - MARCH 2019 // NEW YORK, NEW YORK

- Responsible for concepting, brainstorming, and designing print advertorials for *Marie Claire* brand partnerships from start to completion
- Produced all aspects of photo shoots (e.g. book photographers, models, and stylists and scout locations)
- Provided art direction on set in collaboration with brand partners
- Produced digital and printed collateral for marketing events (e.g. invitations, event websites, printed signage, event booklets)
- Worked closely with internal Marketing team to spearhead and design custom co-branded opportunities to sell through to *Marie Claire* brand partners
- Designed strategic presentations and materials for Sales and Marketing teams

### ART ASSISTANT

INSTYLE MAGAZINE, TIME INC. (Now Meredith Corporation)

MAY 2016 - JULY 2018 // NEW YORK, NEW YORK

- Responsible for designing the celebrity FOB section, *The Look*
- Collaborated with feature editors and photo team for story design
- Assisted Executive Creative Director of *InStyle* and *Real Simple*
- Illustrated graphics for *InStyle.com* and social media
- Prop-styled and planned video content
- Wrote and built digital articles for *InStyle.com*