



## Liran Federmann Design + Art Direction

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### EXPERIENCE

**Graphic Design Intern**  
**Bambu Global/NowAware**  
Lowell, MA  
*June 2020 - August 2020*

Partnered with CMO and marketing team to redesign the NowAware website and create logos, social media posts, ad campaigns, and illustrations to highlight the company's ongoing work on a color-changing, rapid-results coronavirus test.

**President**  
**SU School of Design AIGA**  
Syracuse, NY  
*May 2020 - May 2021*

Directed and organized events for students in the School of Design, including professional speakers, academic programming, design contests, and community building.

**Graphic Design Intern**  
**SolBe Learning**  
Newton, MA  
*June 2019 - August 2019*

Collaborated with the Marketing Coordinator to create and revise all print and digital collateral, ranging from visual and writing guidelines to social media, informational packets, and outdoor signage.

**Entrepreneur**  
**Solo Gardening Business**  
Newton, MA  
*May - June, 2018 + 2019*

Solicited customers to acquire full-time, independent employment. Work included gardening, attic/basement cleanups, lawn mowing, and unique trash removal.

**Lead Student Ambassador**  
**VPA Office of Recruitment and Admissions**  
Syracuse, NY  
*September 2018 - May 2021*

Conducted tours of the design studios for prospective design students and families. Led portions of admissions events and communicated with prospective VPA students to field questions in person and through email.

**General Counselor**  
**Eisner Camp**  
Great Barrington, MA  
*Summer 2017 + 2018*

Primary caretaker of eighteen 12/13-year old campers along with four other counselors. Developed and implemented multiple evening programs for 75+ campers each session.

### AWARDS + INVOLVEMENT

**VPA Scholar**  
**Visual and Performing Arts**  
2021

Selected as one of twelve students to receive the highest academic honor from the College of Visual and Performing Arts based on scholarly work and service to the college and community.

**Elizabeth & Alan Dye Award**  
**School of Design**  
2021

Presented to an outstanding senior in Communications Design who has demonstrated deep commitment and dedication to the program.

**Player + Teammate**  
**Syracuse Ultimate Frisbee**  
2017 - 2021

Attended practices and tournaments each semester, several of which we won!

### EDUCATION

**Syracuse University**  
**Visual and Performing Arts**  
*Class of 2021*

BFA, Communications Design  
Minor, Psychology  
Summa Cum Laude

**Syracuse Abroad, London**  
*Spring 2020*

### SKILLS

<b>Essentials</b>	Communication	Exhibition Design
	Ideation	Bookbinding
	Brand Development	Photoshop
	Copywriting	Illustrator
	Photography	InDesign
	Illustration	XD

**Honorable Mentions**  
Renowned Quesadilla Maker  
Directions and Wayfinding  
Snowboarder + Hiker  
Family Tech Person  
Patience