

Charlie Lederer

+ Designer

Freelance Designer

+ Summary:

I'm a designer based in San Francisco with a passion for finding visual solutions to problems. My approach involves research, strategic thinking, and creative iteration to create distinct products and experiences. I think critique and feedback are integral parts in the design process to produce clear, strong work. I build work individually and in collaborative efforts, often leading the design process. At the moment, I am currently obsessed with anything [olive drab](#).

+ Education:

Bachelor of Arts in
History
Sonoma State University
12/2015

Minor in Art Studio with a
Focus in Printmaking
Sonoma State University
12/2015

+ Experience:

Contemporary Jewish Museum 2021–Present
Designer

- Developed the concept for and executed exhibition identities that cover in-gallery presentation, PR materials, and visitor experience items
- Worked with outside vendors to work more efficiently with a 30% reduced work schedule and team during COVID
- Worked with artists to create supplemental works of art for their exhibition

Freelance Designer 2011–Present
Graphic Designer / Brand Designer / UI Designer

- Freelance work consists of branding, front-end web design, UI/UX, marketing, logo design, and photography work for clients
- Some of my past clients include Herman Miller, GoodTime.io, CORRAL Design, Tournesol Siteworks, Gateway Properties, ExpressYourMask, Goodwill of San Francisco

Coordinated Resources Inc. 2016–2020
Graphic Designer

- Executed the branding, creative direction, and graphics of CRI
- Developed concept and final product of social media content, motion graphics, web content, event collateral, and print to CEO's standards
- Designed and assembled interior design bid packages for top bay-area clients like Slack, Visa, Gilead, and Gusto on tight deadlines
- Managed the company website and blogs using CMS platforms as well as custom HTML and CSS code

Sonoma State University 2014–2016
Marketing / Entrepreneurial Activities
Graphic Designer

- I oversaw and executed the creative direction of print and digital collateral (flyers, brochures, mailers, posters, banners, motion graphics, and web graphics) for 13+ departments
- Developed and maintained brand identities including logo design and promotional items
- Worked within a small marketing team to analyze client feedback effectively and efficiently to create a cohesive product style

+ Skills:

Photoshop ^{Expert} Sketch ^{New}
Illustrator ^{Expert} Figma ^{New}
InDesign ^{Expert} HTML/CSS
After Effects Code Editing
Premiere
CMS Systems