

# SHIRALEAH

## ART & DESIGN

### EXPERIENCE

#### **PCHI, Woodcliff Lake, NJ - Multidisciplinary Designer**

Feb. 2024- Dec. 2025

- Developed innovative and visually appealing designs for seasonal and birthday product.
- Managed multiple projects simultaneously.
- Collaborated with cross-functional teams to translate business needs into compelling and effective design solution

#### **CultureFly, New York, NY - Graphic and Product Designer**

May 2020- Jan. 2023

- Designed product for quarterly subscription boxes, as well as packaging and graphics.
- Worked closely with sales, licensing, production and marketing departments to execute successful product launches within specific time frames and cost parameters, while maintaining quality.

#### **High Intensity Corp., Fair Lawn, NJ - Senior Designer**

Aug. 2018 - Nov. 2019

- Served as replacement art director when art director was out of office.
- Responsibilities included strategizing distribution of projects among junior designers and reviewing their work for quality.
- Communicated with other departments on project specifics.
- Designed product and packaging in a variety of categories.

#### **High IntenCity Corp., Fair Lawn, NJ - Designer**

Dec. 2016 - Aug. 2018

- Designed product and packaging in a variety categories including jewelry, accessories, fragrances, and beauty products.
- Worked closely with sales and licensing departments to execute custom items and collections for retail accounts.

#### **GUND, Edison, NJ - Designer**

Jun. 2015 - Dec. 2016

- Designed plush product for Gund's core and baby lines, as well as licensed product.
- Daily responsibilities included working closely with counterparts overseas to bring the product to final approval.



**SHIRA LEAH MEDOFF**

DESIGNER • ILLUSTRATOR • ARTIST

### CONTACT

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### EDUCATION

#### **School Of Motion**

After Effects Kickstart

Animation Bootcamp

Cinema 4D Basecamp

Character Animation  
Bootcamp

#### **Fashion Institute of Technology, NY**

B.F.A., Toy Design,  
May 2015

A.A.S. Illustration,  
Magna Cum Laude,  
May 2013

### SKILLS

- Adobe After Effects
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Illustration
- Hand Sketching
- Toy Design
- Jewelry Design
- Graphic Design