

SHIRA MEDOFF

West Orange, NJ | shiramedoff@gmail.com | shiraleah.art

Designer · Illustrator · Motion Artist

PROFESSIONAL EXPERIENCE

Various Clients, NYC & NJ

Freelance Designer Jan 2025- Present

- End-to-end toy design, packaging, and licensed graphic art for apparel and consumer products.
- Collaborate with brands to produce market-ready visual assets aligned with style guides and licensing requirements.
- Deliver creative concepts, illustrations, and print-ready files across Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects).
- Manage project timelines, vendor communication, and design approvals for retail product lines.

PCHI, Woodcliff Lake, NJ

Multidisciplinary Designer Dec 2024 – Dec 2025

- Designed seasonal and birthday product collections; managed multiple projects from concept to completion.
- Collaborated with marketing, merchandising, and product development teams to deliver cohesive brand visuals.

CultureFly, New York, NY

Graphic & Product Designer

May 2020 – Jan 2023

- Created products, packaging, and graphics for subscription boxes and retail collections.
- Partnered with sales, licensing, production, and marketing teams to execute launches on time and within budget.

High Intensity Corp., Fair Lawn, NJ

Senior Designer/ Designer Dec 2016 – Nov 2019

- Served as acting Art Director during absences; managed team workflow and quality review.
- Created packaging and product designs for jewelry, accessories, and fragrance lines.
- Partnered with sales and licensing departments to develop custom items for retail partners.

GUND, Edison, NJ

Designer June 2015 – Dec 2016

- Designed plush toys for core, baby, and licensed lines; refined prototypes with overseas team

EDUCATION

Fashion Institute of Technology, New York, NY

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

A.A.S., Illustration (Magna Cum Laude),

May 2013

CERTIFICATIONS

School of Motion

- After Effects Kickstart
- Animation Bootcamp
- Cinema 4D Basecamp
- Character Animation Bootcamp

SKILLS

Software: Adobe Illustrator, Photoshop, InDesign, After Effects, Cinema 4D, Blender,

Creative Expertise: Motion Graphics, Packaging Design, Product Design, Branding, Concept Development

Collaboration: Cross-Functional Teamwork, Problem solving, Feedback Integration