

SHIRA LEAH

ART & DESIGN

EXPERIENCE

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 Intencity Corp., Fair Lawn, NJ - Senior Designer

Aug. 2018 - Nov. 2019

- Served as replacement art director when art director was out of office (approximately 3-5 days per month).
- 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

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