

MARIA FRISKE

GRAPHIC DESIGNER
EDUCATOR

GET IN TOUCH



Website www.mariafriske.com



Mobile Number (585) 313-7351



Email Address mariafriske@yahoo.com

ABOUT ME

“ I bring strategy, art, design, stewardship, environments, and understanding to the table. I am an accomplished professional graphic designer with proven experience in developing strategic marketing campaigns for organizations encompassing all major media, from print to digital. ”

EDUCATION

1995 BA Nazareth College Rochester NY
BS Magna Cum Laude

1984-1985 Syracuse State College
Syracuse NY
Environmental Science / Art

1983 AS Alfred State College Alfred NY
Environmental Science / Art

1985 Graphic Careers Rochester NY Graphic
Design / Illustration Certificate

COMMUNITY

Artist Row Chair & Founder, 2004-2011
Rochester Public Market Art Fair

Rochester Public Market 2005-2008
Board of Directors, 1993

Charles Settlement House 2007
Board of Directors

School Without Walls Middle School 2007
Mural Project, Painting Teacher and Project
Facilitator in conjunction with City School District

American Cancer Society, 1991
Project Facilitator and Instructor, Student
Publications, with City School District

SKILLS

Programs: Adobe Creative Suite including
Photoshop, InDesign, Illustrator, Dreamweaver,
After-Effects Mac and Windows Environments,
HTML 5, Microsoft Office, Microsoft Excell

Natural Media: Acrylics, Oils, Pencil, Pen & Ink,

Photography, Motion Graphics

DESIGN EXPERIENCE

CREATIVE DIRECTOR, Rochester Art Supply

Rochester NY 2014-2015

Create marketing materials for 3 divisions of the business; brick and mortar establishment, FineArtStore.com (online), Enkaustikos Wax Paint® and Norton Walnut Ink® products. Drawing on strong communication and interpersonal skills, implemented projects ranging from email campaigns, sign age, labels, posters, product movies, newsletters, catalogs, brochures and other marketing materials as well as social media campaigns that enhanced client presence in targeted markets and reinforced quality client service efforts, producing an increase in product sales, brand loyalty and site memberships.

VP MARKETING Northeast Dental & Medical Supply

Rochester, NY 2011-2014

Used knowledge of medical and dental industry to comprehensively re-brand fast growing regional company, including all collateral materials and website design. Managed re-branding across multiple platforms, from print, direct mail, online and social media, with focus on improved customer engagement, resulting in three times annual revenue increase. Responsible for design and implementation of all marketing materials including website, design and development of a quarterly magazine, corporate identity kit, media kit, advertising, postcards, fliers and brochures. Duties included budgeting, print and media buying and developing presentations.

FREELANCE GRAPHIC DESIGN / ART DIRECTION Maria Friske Design

Rochester, NY 1997 - 2014

Designed wide range of printed and multimedia projects, including books, brochures, manuals, posters, in-store displays, online videos, websites, DVDs and CDs for a lengthy list of local, regional and national for-profit and non-profit organizations.

Selected clients: Kodak, Xerox, Getinge, Sage Ruddy, RPO, Worksmart, Mountain West Bank, The Springut Group, Delta Chelsea & City of Toronto Partnership, Jewish Community Center of Greater Rochester, Post Central, Advantage Metal Works.

ILLUSTRATOR, GRAPHIC DESIGNER & ART DIRECTOR

Gannett Rochester Newspapers Rochester, NY 1987 - 1997

Designed, art directed and illustrated features and articles. Created page designs. Served as principal art director for Weekend Magazine and principal designer for the launch of the online edition. Created original art for national publications and companies.

Selected clients: The New York Times Sunday Magazine, Chicago Tribune Sunday Magazine, Rolling Stone, The Detroit News, The Boston Globe, Fast Company, The Baltimore City Paper, The Detroit News, Entertainment Weekly, THIS, Guitar World, City Newspaper (Rochester), Scholastic Magazine, Taurins Design, The Royal Bank of Canada and The Observer.