

# CHERYL SELIGMAN

159 MADISON AVE., APT. 8A, NEW YORK, NY 10016 | CJSELIGMAN@GMAIL.COM | (847) 987-1140 | WWW.CHERYLSELIGMAN.COM

## EXPERIENCE

---

### UBS

#### **INTERACTIVE DESIGNER, ASSOCIATE DIRECTOR** | MARCH 2018–PRESENT

Design interactive content for the Chief Investment Office Global Wealth Management (CIO GWM) division of UBS in the below capacities and beyond:

- Design and develop interactive experiences and components, infographics, icons and other UI elements for [ubs.com](http://ubs.com), and create low- and high-fidelity wireframes
- Optimize omni-channel UX through user journey studies and data-driven decisions
- Storyboard and create videos and motion graphic animations for events and social media
- Design print/PDF publications while working to move this content into the digital space
- Focus on high-profile, strategic initiatives—such as a full website redesign and the flagship annual Year Ahead outlook—in both project manager and design leadership roles
- Manage relationships with external vendors (event production, stock photography, etc.)
- Contribute innovative storytelling ideas and collaborate with analysts, strategists, designers, developers and key partners across the firm throughout the editorial process

### RODALE

#### **DIGITAL DESIGNER** | FEB. 2017–MARCH 2018

Designed digital editorial content for [MensHealth.com](http://MensHealth.com), [WomensHealthMag.com](http://WomensHealthMag.com), and [RunnersWorld.com](http://RunnersWorld.com)'s combined 47+ million UV/month in the below capacities and beyond:

- Designed and developed longform editorial packages, associated interactive components and UI elements, optimizing for desktop and mobile (HTML5/CSS3/JavaScript, Drupal CMS)
- Designed and developed landing pages, interactive widgets and other front-end features
- Designed infographics, photo illustrations, collages, maps, icons, logos, banners and animations for articles, websites, Instagram, Facebook, and other Rodale products
- Sourced stock photography for online articles and slideshows
- Designed slides for PowerPoint/Keynote/Google Slides sales presentations

### CAREERMD

#### **DESIGNER—PRINT, DIGITAL & PRODUCT** | APRIL 2015–FEB. 2017

- Designed and managed virtual career fairs, including UI and UX, back-end setup, marketing and promo efforts, success analytics and the development of a proprietary product
- Redesigned newsletters (content and design), optimizing for desktop and mobile
- Designed marketing sell sheets, HTML emails, media kits and other promotional materials
- Led creative services, producing table runners, tabletop signs and direct mail postcards
- Designed magazines and programs, handling ad layout and production from start to finish
- Designed event collateral for more than 120 career fairs per year, nationwide
- Designed graphics for social media pages (and helped launch the social media presence)
- Supervised a production artist and assistant, implementing efficient production methods

### COMMUNITY NEWS GROUP

#### **PRODUCTION ARTIST** | OCT. 2013–APRIL 2015

- Designed print and web ads for 11 weekly NYC newspapers, multiple supplementary publications and all associated websites
- Provided creative direction for Wedding Guide, designed covers and all inside pages, executed ad layout and managed production of the glossy magazine from start to finish
- Designed stories, executed ad layout and managed production of Brooklyn Uncovered, the Family magazines, Prom Experience, Bar & Bat Mitzvah Guide and more
- Processed and color corrected photos and ads for print and web
- Designed flyers and promotional materials

## SKILLS

---

- Adobe InDesign, Photoshop, Illustrator, Acrobat, After Effects, Premiere Pro and Tumult Hype
- HTML, CSS, JavaScript, PHP, ASP and Java
- Adobe Experience Manager (AEM), Drupal, WordPress and Squarespace
- Facebook, Twitter, LinkedIn and Instagram
- Microsoft Excel, PowerPoint and Word
- LISTSERV Maestro, MailChimp and Litmus
- Spanish (full professional proficiency)

## HONORS + AWARDS

---

#### **RODALE 2017 IMPACT AWARD**

- In recognition of hard work, commitment, innovation and results at Rodale

#### **AEJMC VISCOM BEST OF THE WEB 2014 COMPETITION**

1<sup>ST</sup> PLACE: VERTICAL FLOOR (ART DIRECTOR)

- Individual and Single-class App projects Mobile App Design in the Service of Storytelling

#### **SSND MIZZOU 2013 COLLEGE NEWS DESIGN CONTEST**

1<sup>ST</sup> PLACE: VERTICAL FLOOR (ART DIRECTOR)

- News products appearing on other digital platforms, including iPad, Android and iPhone applications

#### **UNIVERSITY OF ROCHESTER**

- Phi Beta Kappa
- Golden Key International Honour Society
- Mildred Burton Award for Excellence
- Dean's List (all semesters)

## EDUCATION

---

#### **SYRACUSE UNIVERSITY, S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS**

JULY 2012–JUNE 2013

- M.A. Magazine, Newspaper and Online Journalism (design concentration), GPA: 3.86
- Activities included: The Daily Orange, 20 Watts Magazine, Equal Time Magazine, 360° Magazine, The NewsHouse, Jerk Magazine

#### **UNIVERSITY OF ROCHESTER**

AUG. 2008–MAY 2012

- B.A. Math (with Distinction), Economics (with Citation of Special Achievement) and Spanish (with High Distinction), Music minor, GPA: 3.79 (*cum laude and Phi Beta Kappa*)
- Study abroad: Quito, Ecuador, Jan.–May 2011
- Activities included: Campus Times, Wind Symphony, Jazz Ensemble