

# GRIFFIN FRIEDMAN

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## EDUCATION

08.06 - 12.10

Raleigh, NC

### North Carolina State University

Bachelor of Graphic Design, 3.95 Cumulative GPA, 4.0 Major GPA

2010 Joseph H. Cox Memorial Fund Endowment Recipient

2011 Faculty Book Award Recipient

## EXPERIENCE

07.15 - Present

Raleigh, NC

### Accipiter Gallery | Owner

- Retail business specializing in fine American crafts, lighting, and fun items for the home.
- Managed gallery staff, advertising, and all business accounting.
- Assisted clients in selecting lighting products that met aesthetic, functional, and budgetary requirements. Designed electrical plans and worked with area electricians to facilitate installation.
- Managed store inventory, including ordering, restocking, and merchandising of new products.

09.13 - 06.15

Charlotte, NC

### LPL Financial | Senior UX Designer

- Responsible for creating and implementing a vision for LPL's future software portfolio that greatly increases efficiency and user satisfaction.
- Assisted in the creation of UI/UX standards.
- Provided design support for all mobile and client-facing products.

07.11 - 09.13

Durham, NC

### IBM | UX Designer

- Design lead for IBM Connections Mobile. Responsible for UX and visual design for iPad, iPhone, and Android apps. Worked closely with Product Management, Development, and executive stakeholders to ensure user goals were met and designs were properly implemented.
- Led various small, agile design teams on future design strategy. Focuses included activity stream improvements, collaborative document editing, and increasing mobile usability.
- Designed IBM SmartCloud for Social Business marketing website. Ensured design met corporate guidelines while staying true to SmartCloud branding. Wrote production level javascript and authored page templates.

05.08 - 05.11

Raleigh, NC

### CAM: Contemporary Art Museum | Graphic Designer

- Designed websites, posters, mailers, gallery guides, labels, and way-finding systems for museum exhibitions and design camps
- Designed, developed, and implemented an online design camp image database system, saving counselors and administrators time, while also greatly increasing the accessibility and quality of documentation images available to campers.

## SKILL SET

print

web

other

Adobe Photoshop, InDesign, Illustrator

HTML, CSS, PHP, MySQL, JavaScript

User Research, Prototyping, Agile & Waterfall Development