

INGRID FRAHM

CONTACT

ingridfrahm@gmail.com

817.948.2343

IngridFrahm.com

EDUCATION

ELON UNIVERSITY

MAY 2016

Magna Cum Laude

BA: Art (Significant Coursework: Digital)

BA: Strategic Communications

HONORS

Lambda Pi Eta Honor Society

Phi Kappa Phi Honor Society

Phi Eta Sigma Honor Society

Presidential Scholarship Recipient

Warren Scholarship Recipient

THE INTERNATIONAL SCHOOL OF

BASEL, SWITZERLAND:

2008 – 2012

International Baccalaureate Diploma

SKILLS

ADOBE CREATIVE SUITE

WOODWING SMART CONNECTION

DIGITAL PHOTOGRAPHY

MAC AND PC FLUENT

EXPERIENCE

DEPUTY DESIGN DIRECTOR

HARPERSBAZAAR.COM, HEARST CORPORATION

MARCH 2021 – PRESENT // NEW YORK, NEW YORK

- Ensure all of *harpersbazaar.com* designed artwork is cohesive, clean, and true to our classic and sophisticated image
- Design article artwork, moving graphics, photo illustrations, and typographic treatments for fashion, beauty, bridal, cultural, and feature stories
- Provide art direction on set for *BAZAAR* digital shoots, in collaboration with photographers, prop stylists, and editors from concept to execution
- Design *BAZAAR* digital covers and cover stories

GRAPHIC DESIGNER

HARPERSBAZAAR.COM, HEARST CORPORATION

MARCH 2019 – MARCH 2021 // NEW YORK, NEW YORK

- Design graphics for *harpersbazaar.com* fashion, beauty, and cultural features
- Create graphics for social platforms, and collaborate with our marketing team on event aesthetic and materials

DESIGNER

MARIE CLAIRE MAGAZINE, HEARST CORPORATION

JULY 2018 – MARCH 2019 // NEW YORK, NEW YORK

- Responsible for concepting, brainstorming, and designing print advertorials for *Marie Claire* brand partnerships from start to completion
- Produced all aspects of photo shoots (e.g. book photographers, models, and stylists and scout locations)
- Provided art direction on set in collaboration with brand partners
- Produced digital and printed collateral for marketing events (e.g. invitations, event websites, printed signage, event booklets)
- Worked closely with internal Marketing team to spearhead and design custom co-branded opportunities to sell through to *Marie Claire* brand partners
- Designed strategic presentations and materials for Sales and Marketing teams

ART ASSISTANT

INSTYLE MAGAZINE, TIME INC. (Now Meredith Corporation)

MAY 2016 – JULY 2018 // NEW YORK, NEW YORK

- Responsible for designing the celebrity FOB section, *The Look*
- Collaborated with feature editors and photo team for story design
- Assisted Executive Creative Director of *InStyle* and *Real Simple*
- Illustrated graphics for *InStyle.com* and social media
- Prop-styled and planned video content
- Wrote and built digital articles for *InStyle.com*