

Mira Alibek

CURRENTLY



08.2023 — NOW

Factor Creative

Design and art direction

- » Craft visual identities for various Shopify and Google Ads projects ranging from digital advertising to whitepapers and reports.
- » Concept for advertising campaigns and pitches
- » Drive projects forward, working closely with Shopify creative and marketing teams.

EDUCATION

2002 — 2004

New York University

Masters in Interactive Telecommunications Program @ Tisch School of the Arts

1995 — 1999

Columbia University

Bachelors in Architectural Design @ Columbia College

HONORS

2017

Crit club @PSSST Gallery, LA, CA

2016

SoCal / Baja Biennial, SDAI, CA

2015

Sight | Site | Cite, Outlet Gallery, NY

2014

Wassaic Artist Residency, NY
Ofrenda, Casa Aape, Bogotá

2013

Vermont Studio Center Residency, VT

AGENCIES

DEUTSCH LA + NY

OGILVY

RAZORFISH

HAVAS

CHEIL

JWT

THE BARBARIAN GROUP

MCCANN + MRM

SAPIENT LA

FCB NY + FCB RED CHICAGO

SS+K

DDB TRIBAL

WIEDEN + KENNEDY NYC

SAATCHI & SAATCHI

CRITICAL MASS

EXPERIENCE

07.2022 — 06.2023

Cheil NY

Associate Creative Director

- » Concepted and designed various marketing campaigns for Samsung's various lines of businesses
- » Developed campaign toolkits that helped internal Samsung teams and their vendors launch large marketing drives.
- » Designed key visuals for various marketing efforts, leading junior designers as they applied them across multiple deliverables.

08.2021 — 06.2022

MindGym

Associate Design Director

- » Lead teams in design projects, setting out art direction for internal brands of large enterprise clients
- » Managed multiple work streams to ensure production of engaging and high-quality work
- » Oversaw performance and development of direct reports
- » Aligned projects to client needs, fostered client confidence and sold through new work

07.2008 — 08.2021

Various agencies and studios

Freelance AD

- » Developed new concepts and design directions for advertising campaigns, working across various channels – digital, print, social, OOH and others
- » Designed UI and digital experiences
- » Build brand identities from concept to brand guidelines

09.2018 — 12.2020

Open Campus

@The New School

Adjunct Faculty

- » Taught in-person and online
- » Designed course curriculum

09.2019 — 12.2019

Tandon School @NYU

Adjunct Faculty

- » Designed and taught digital design and coding course to undergraduate students

02.2008 — 07.2008

Ogilvy

Art Director

- » Designed web UI and managed their production
- » Concepted and designed advertising campaigns for various channels

02.2006 — 08.2006

Atmosphere BBDO

Freelance AD

- » Created online advertising campaigns
- » Oversaw junior designers and production artists

09.2004 — 09.2005

VH1.com

Senior designer

- » Designed websites for VH1 shows
- » Created promotional material for VH1 and their sponsors