

janay nachel frazier

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(917) 547-3154

education

The City College of New York

BFA - Electronic Design & Multimedia

Graduated May 2015

Magna Cum Laude

GPA 3.6, Dean's List 2014

skills

Adobe CC - Illustrator, InDesign, Photoshop, Premiere, After Effects

Web Tools - CSS, HTML,

Sublime Text 2, WordPress, Wix, Cyberduck

Audio - Allen & Heath SQ-7

Microsoft Office - Word, PowerPoint

Ecommerce - Squarespace, Shopify

Social Media platforms - Facebook, LinkedIn, Tumblr, Pinterest & Instagram

activities

Founder of illustrated memoir series

Timeframe Memoirs

NAACP-ACTSO

July 2020

New York, NY | Judge

Judge participant for the NAACP's Afro-Academic, Cultural, Technological and Scientific Olympics. Judged 20+ high school students in the drawing category alongside 3 other industry judges.

exhibitions

2015 Group Exhibition, [BFA Thesis Exhibition](#), Compton-Goethels Hall Gallery, The City College of New York, New York, NY

2019 Solo Exhibition, [Timeframe Memoirs](#), Art'eShok Studio, Brooklyn, NY

experience

Penguin Random House

August 2018-Present

New York, NY | Senior Designer, Creative Marketing Services

Conceptualizes and designs digital and print collateral for Ad and promotion purposes for Riverhead and Viking titles. These include advance reader copies (galleys), postcards, e-cards, social media and Amazon images and animations, website assets, stickers, pins, and other promotional materials.

Works closely with Art Director to strategize design concepts for titles, refine designed pieces, incorporate critique and package deliverables for marketing team.

Collaborate and give critique/feedback to junior designers.

Nomi Network

January 2015-August 2018

New York, NY | Designer

Visually shape and communicate the areas of Nomi Network's work specifically in fundraising, sales, special events, and social media for the purpose of increasing awareness and resources to further Nomi Network's mission.

Maintain branding integrity throughout social media platforms, print collateral and online websites.

Designing collateral for key initiatives and marketing strategies.

Work with Cambodia and India teams providing design consultation and product development, packaging design and spec alterations.

Mentor and supervise a seasonal design intern who assists the design and marketing department with social media, email marketing and collateral design.

freelance

HarperCollins

March 2021-Present

New York, NY | Designer

Design interior layouts and covers for upcoming titles for HarperCollins Harper Design imprint. Featured titles include *Black Roses* and *Black Oak*, Harold Green III and *You Grow, Gurl!*, Christopher Griffin.

Penguin Random House

August 2021-Present

New York, NY | Designer

Design cover for upcoming young adults translation of *Caste* by Isabel Wilkerson