

DANA MENDELSON

ABOUT

Dana is a creative professional who thrives on bringing ideas to life through visual storytelling, compelling copy, and memorable aesthetics. She believes in listening to every voice, and approaching problem solving with creativity and empathy.

CONTACT

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EDUCATION

Pratt Institute

BFA Communications Design

Brooklyn, NY

SKILLS

Mastery of Adobe Photoshop,
Illustrator, InDesign, Canva

Animation and Motion Graphics
Experience (Adobe After Effects)

Proficient with Microsoft Office
(Teams, Powerpoint, Outlook, Word)

Project Management

Brand Guidelines and Style
Management

Art direction, branding, logo design

Scribing and implementing workflow
documentation, how-to's, and
best practices

Excellent technical drawing and
handlettering abilities

Cooperative, curious, and fast-learning

NOV. 2022 – PRESENT: SENIOR DESIGNER, PENGUIN YOUNG READERS MARKETING DESIGN, PENGUIN RANDOM HOUSE

- Lead Marketing Brand Designer for major in-house brands including The World of Eric Carle, Llama Llama, Corduroy, Oliver Jeffers, and Spot; upholding and evolving these brand identities while introducing current design trends and creative approaches.
- Lead Senior Designer for high-profile frontlist and celebrity picture books.
- Lead the creative development and project management of promotional and advertising materials across PYR imprints, including 360° campaign branding, social media assets, animation, digital mailings, one-sheets, educator and book club guides, promotional stickers, and retail displays.
- Manage external freelance designers from scheduling and creative direction through payment and final delivery, ensuring alignment across stakeholders, timelines, project goals, and brand standards.
- Building strong partnerships with cross-functional and external teams via clear communication, knowledge-sharing, and collaborative problem-solving, while continuously evaluating workflows, processes, and best practices to improve creative operations.
- Oversee multiple concurrent project timelines and coordinate priorities across Sales, Marketing, Retail, and School & Library teams, ensuring projects remain on schedule, aligned with business objectives, and executed to a high creative standard.
- Increasing team community and morale by initiating team lunch hours, creating discourse around new industry trends and emerging technology.

SEPT. 2015 – OCT. 2022: SENIOR DESIGNER, CREATIVE MARKETING SERVICES, PENGUIN RANDOM HOUSE

- Led creative development of promotional and advertising materials across five Penguin imprints, spanning print and digital advertising, social media, animation, web, presentations, and specialty marketing assets.
- Provided art direction and mentorship to junior designers across Dutton, Tiny Reparations Books, and Plume, helping strengthen design skills while maintaining brand standards and creative quality.
- Managed creative approvals and project timelines across multiple departments and stakeholders, incorporating feedback and consistently delivering polished, pixel-perfect assets on schedule.
- Created seasonal Sales Conference presentations showcasing upcoming title lists, creative campaigns, and early sales positioning to support sales and marketing initiatives.
- Developed design templates, best practices, and training programs for marketers and non-designers, improving visual consistency and strengthening in-house design capabilities.
- Led team learning initiatives and creative development, including monthly brainstorming, trend research, and seasonal design trend newsletters; also supported department growth through candidate portfolio reviews, interviews, and design tests.

JUNE 2014 – SEPT. 2015: DIGITAL WORKFLOW DESIGN ASSOCIATE, PENGUIN RANDOM HOUSE

- Provided individual and group training to multiple design teams throughout the company, championing best practices for internal corporate standards, working with Adobe Creative Suite, typesetting, ebook conversion, file organization and archiving.
- Documenting and implementing best practices and archiving digital files across the individual needs of every Random House imprints.
- Collaborating with the eBook Development and Production teams to streamline workflows and strategize best and most effective use cases for new softwares.