

BIANCA PASTERNAK

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845.702.5978 | New York, NY

ABOUT

Designer working with mission-driven innovators to build the better world we know is possible. Focused on climate solutions, balances creativity and organization, fueled by curiosity and chai.

DESIGN EXPERIENCE

The Rounds | Graphic Designer (Freelance) | June 2023 – Present

The Rounds makes sustainable living easy with delivery of essentials in reusable, refillable packaging

- Contracted to update design of customer referral pages and provide ongoing digital design support

shopIN.nyc | Designer | October 2021 – August 2022

shopIN.nyc was an ecommerce platform enabling a network of local businesses to provide a local, sustainable alternative for convenient online shopping and keep ecommerce dollars in the community

- Identified product improvement opportunities and designed solutions to enhance site usability
- Designed UX/UI for new ecommerce pilot project proof-of-concept in Figma
- Conceptualized and designed brand collateral, marketing materials, and presentation decks
- Led improvements to team collaboration, including KANBAN project management
- Leveraged Google Analytics and Hotjar to make data-driven product improvements

Ethycal | Junior Product / Visual Designer | February 2020 – October 2021

Ethycal builds tools to help companies comply with privacy regulations and treat user data with respect

- Led end-to-end design refresh of public facing Privacy Center product: gained leadership buy-in, leveraged user research to improve user interface, and implemented accessibility guidelines
- Collaborated with product to design and prototype usability improvements and new features
- Wrote in-product copy, with focus on translating complex privacy concepts into user-friendly language
- Created onboarding documentation to help users integrate 150+ SaaS products with Ethycal web app
- Designed 7 website pages, based on established design system, including creation of responsive UI components and layouts for tablet and mobile

MANY Design | Graphic Designer (Freelance) | May – December 2019

MANY Design is a communication design studio focused on progressive social agendas, sustainable economic endeavors, and the environment

- Collaborated with Principal on design and implementation of new brand identity systems for two NYC neighborhood business improvement district groups

14th Street Y | Marketing Designer | October 2015 – December 2017

The 14th Street Y is a nonprofit community center serving Manhattan's East Village

- In-house designer responsible for concept, design, and production of event collateral, fundraising and marketing campaigns, digital and print communications, and program materials
- Collaborated with stakeholders and managed competing timelines/priorities from seven program departments, development, operations, and umbrella organization
- Designed updated brand identity, business suite materials, and templates
- Managed website redesign, including information architecture design and implementation, style guide design, photo library, and content migration to Wordpress

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DESIGN EXPERIENCE CONTINUED

Challah for Hunger | Graphic Designer (Freelance) | July 2014 – June 2018

Challah for Hunger is a nonprofit that builds communities of leaders to take action against hunger

- Designed brand materials, including 10-year anniversary logo and event collateral, community impact report, national summit program materials, and program one-pagers

Magnet Theater | Graphics Team (Freelance / Volunteer) | 2015 – 2018

NYC's home for live shows and classes in improv, sketch comedy, musical improv, and storytelling

- Designed digital and print graphics for show promotion, including Adam Wade's live album recording and Magnet Theater's first 10-Minute Play Festival

EDUCATION

Terra.do | Climate Farm School | July – August 2023

Hybrid 4-week program combining online sessions covering the relationship of food systems and climate impact with immersive experience on working regenerative farms in the Hudson Valley

Pratt Continuing and Professional Studies | Sustainable Design Foundations | February 2023

Continuing education class revisiting the human-centered design process from a sustainability perspective

Terra.do | Climate Change: Learning for Action | October 2022 – February 2023

12-week fellowship deep-dive into the climate crisis and solutions landscape

Parsons School of Design | Associate of Applied Science, Graphic Design | May 2019

Focus on mission driven projects and designing for sustainable systems

School of Visual Arts | Continuing Education | 2016

Semester-long continuing education courses including Brand Identity, Typography, The Feeling of Design

General Assembly | Digital Visual Design | Spring 2015

Introductory design course covering visual design process through design of brand identity and website

Vassar College | Bachelor of Arts, Drama | May 2011

Focus in theater design, recipient of Molly Thacher Kazan Prize for Distinction in the Theater Arts

SKILLS

Product Design, UI Design, UX Design, UX Writing, Prototyping, Design Systems, Visual Design, Graphic Design, Branding & Identity, Print Design, Digital Design, Communication Design, Research, Typography & Layout, Copywriting & Editing, Content Design, Project Management

SOFTWARE

Figma, Sketch, InVision, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Keynote
Google Suite, PowerPoint, Word, Excel, WordPress, Squarespace, Canva, Jira, Trello, Asana, Miro