

# Ursula Ward



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- \* Art Director
- \* Digital Marketing
- \* Graphic Design
- \* Creative problem solver

## PROFILE

Worked as an Art Director in a thousand employee firm, **in charge of offering creative support** for attorney development, human resources and several legal practice departments in five global offices for over 15 years. Worked together with a marketing team on **designing assets for marketing campaigns, client pitches** and **global conferences**.

**Extensive experience** working in New York publishing and Wall Street firms. A marketing professional with experience in **project and budget management, graphic design, branding**, layout, production skills, web and UX design.

Implemented a year long firm **values campaign** including internal e-campaign and related events. Designed **user friendly intranet designs** using story boards, as well as designed updated website designs.

Independently directed, coordinated, and negotiated projects and planned budgets with outside design firms, freelancers, commercial printers, and service agencies. Mentored junior designers.

## EXPERIENCE

### Freelance Art Director / [ursulaward.com](http://ursulaward.com)

5/2019 - present

Clients have included: Develore Oy, Hausfeld, Morvillo Abramowitz, Lazard Ltd., Cadwalader, SkinBasically, Stella Polaris Theatre.

### Art Director / CADWALADER, WICKERSHAM & TAFT LLP

New York lawfirm

11/2012 - 1/2019 and 5/2000 - 1/2010

Developed, designed and coordinated various marketing and business development projects and campaigns for both print and online, for one of the oldest law firms in the U.S., and their offices including New York, London and Hong Kong. Facilitated the creation and production of the firm's visual identity extension across all branded elements including printed materials, environments, and online and interactive media. Identified the firm's various audiences and appropriate imagery to achieve communication goals in a professional setting. Worked in a range of computer environments, including Mac, PC, intranet and internet, solving artistic and technical challenges for a broad range of marketing communications and internal communications. Materials included corporate newsletters, advertisements, brochures, announcements, invitations, web banners, conference materials and PowerPoint presentations. Supervised, coordinated, and mentored projects with junior designers, freelancers, outside design firms, commercial printers and service bureaus.

### Graphic Designer / CRAIN COMMUNICATIONS

New York publishing house, 3/1999 - 5/2000

Designed various marketing materials and brochures, charts, house ads and maps for Crain's New York Business and Investment News. Worked under extremely tight daily deadlines fast and accurately.

### Graphic Designer / FAIRCHILD PUBLICATIONS

New York publishing house, 1/1997 - 2/1999

Designed and paginated classified page layouts and advertisements for eight different publications, including: Womens' Wear Daily (WWD), Daily News Record (DNR).

## SKILLS

InDesign, Photoshop, Illustrator, Acrobat, Premiere. Powerpoint, Word, Excel. Wordpress, Wix. Experience working with CRM and UX design.

## EDUCATION

### SARANEN CONSULTING & GROW WITH GOOGLE

Nov 8 - Dec 13, 2021

Digital Marketing Bootcamp - Grow with Google-training. SEO, SEM, digital marketing, web analytics, e-commerce, growth hacking.

### HUNTER COLLEGE, New York

2/1992 - 1/1998

Bachelor of Arts (BA) in Political Science and Philosophy (*Magna Cum Laude*)  
Member and a Graduate of the Thomas Hunter Honors Program, Liberal Honors.

### SCHOOL OF VISUAL ARTS

New York, 1991 - 2009

Variety of digital design courses.

## LANGUAGES

Finnish and English (bilingual)

## REFERENCES

*"I had the privilege of working closely with Ursula for nearly eight years. Her design aesthetic is exceptional, but beyond that, Ursula's strong work ethic, her project management and organizational skills were vital to the success of the entire marketing team."*

-Kristen Casselman, Content Manager

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