

# GABRIELA MIRENSKY

## PHILOSOPHY

I am passionate about bringing ideas—others' and mine—to fruition. I thrive collaborating with diverse teams to execute complex projects on time, within budget, and achieving quality targets.

## QUALIFICATIONS

- Practical visionary, implementing the creative excellence recognition program at two of the most respected professional associations worldwide
- Expert team leader, driven to achieve set goals within budget, time and quality requirements
- Clear communicator, ensuring smooth and accurate flow among and within creative teams
- Experienced facilitator, moderating group discussions to establish parameters and reach consensus

## EXPERIENCE

**DIRECTOR, AWARDS AND DESIGN, THE ONE CLUB FOR CREATIVITY, NEW YORK** 2015–PRESENT  
The One Club for Creativity exists to support and celebrate the success of the global creative community. We are a diverse tribe of creative thinkers and doers who believe creativity is the most powerful element to business success.

Oversee all aspects of The One Show, one of the world's most prestigious awards shows recognizing the best creative work in Advertising and Design

- ❖ Identify and manage the experience of more than 250 international judges
- ❖ Analyze program needs, resources and deadlines to determine priorities and act accordingly
- ❖ Identify Design thought-leaders and incorporate them into the organization as One Club Ambassadors
- ❖ Represent The One Club at design programs and conferences (ICO-D, AIGA, NYCEDC, etc.)

**DIRECTOR, CLIENT AND PROJECT MANAGEMENT, ALFA ALFA STUDIO, NEW YORK** 2012–2014  
Alfa Alfa Studio is a globally renowned, award-winning branding and design firm in New York City.

Doubled studio's profitability by increasing client base, securing larger projects and upgrading project management practices.

- ❖ Oversaw new business development, writing proposals, making client presentations and negotiating contracts
- ❖ Served as client liaison, managing client communications throughout each project's lifecycle
- ❖ Designed and implemented procedures to manage time, allocate resources and monitor P&L for each project

**DIRECTOR, COMPETITIONS AND EXHIBITIONS, AIGA NATIONAL, NEW YORK** 1999–2011  
Serving more than 23,000 members, AIGA, the professional association for design, is the oldest and largest membership association for professionals engaged in the discipline, practice and culture of designing in the U.S.

International Competitions—Produced three to six design competitions annually, overseeing selection and management of more than 20 high-profile jurors.

- ❖ Researched and identified geographically-, discipline- and gender-balanced jury candidates
- ❖ Made juror recommendations to the Executive Director
- ❖ Developed and implemented judging process and moderated jury discussions
- ❖ Hired and supervised temporary staff
- ❖ Collaborated with the Marketing team on promotional campaigns to expand programs' reach.

- Exhibitions**—Produced six to eight exhibitions annually, from concept development through curatorial process to installation.
- ❖ Curated content, developed narratives, wrote collateral, selected exhibit design, directed fabrication and installation
  - ❖ Collaborated with top, internationally recognized design firms such as Gensler, C&G Partners and Pentagram
  - ❖ Developed and managed Exhibitions annual budget (15% of AIGA's total); forecast, monitored and managed P&L for the program
  - ❖ Researched, initiated and negotiated alliances with vendors
  - ❖ Strategized with Marketing and Sponsorship teams to make the most effective use of limited resources

**Digital Archives**—Maintained online repository of more than 20,000 design exemplars recognized as a unique resource for contemporary design research and reference.

- ❖ Oversaw Design, Development and Programming teams
- ❖ Supervised troubleshooting and ongoing implementation of updates
- ❖ Developed metadata, best practices and corresponding documentation
- ❖ Identified opportunities for system improvements

**365: AIGA Year in Design**—Co-edited and produced AIGA's annual publication.

- ❖ Worked with the Editorial Director to develop outline, write copy, assign writers and proof content
- ❖ Recommended design approach to Executive Director after reviewing proposals
- ❖ Culled and catalogued all copy and images
- ❖ Managed design teams to insure that AIGA's message was communicated clearly while allowing opportunity for designers' self-expression.

## TEACHING

**SCHOOL OF VISUAL ARTS, NEW YORK**

2007–PRESENT

With a faculty of distinguished working professionals, dynamic curriculum and an emphasis on critical thinking, SVA is a catalyst for innovation and social responsibility.

- ❖ Developed “Project Management for Creatives” course, with emphasis on project management skills and best practices needed to run a successful creative business

**NEW YORK CITY COLLEGE, CCNY**

2016–PRESENT

The BIC Master of Professional Studies (MPS) combines theory and practice in an interdisciplinary, multi-tracked curriculum that addresses the expanding opportunities and needs of marketing communications industries.

- ❖ Teach intensive “Project Management for Creative-Driven Communications” course

**UNIVERSIDAD DE MONTERREY, MONTERREY, MEXICO**

2011–2017

UDEM is quickly becoming the center of art, architecture, and design education in Latin America.

- ❖ Taught “Information Design for Editorial Applications” in the Masters in Graphic Design program
- ❖ Advised graduating students on their final project

## EDUCATION

M.F.A., City College of New York, New York. Major: Printmaking

B.A., Universidad Autónoma Metropolitana (UAM) Azcapotzalco, Mexico City, Mexico. Major: Graphic Design  
Business Perspectives for Creative Leaders, Harvard Business School, Cambridge, Mass.

Arts Leadership Institute, Columbia University, New York

Managing the Arts, New York University, New York

The Art and Craft of Storytelling, The Moth, New York