



Charlie Lederer

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I'm a designer based in San Francisco with a knack for finding visual solutions to problems. I specialize in brand design, identity design, and marketing campaign creation. My approach involves research, strategic thinking, and creative iteration to create distinct products and experiences. I value critique and feedback during the design process to produce clear, strong work. I work individually as well as in collaborative efforts, often leading the design process.

WORK EXPERIENCE

Brand Designer Rhombus Systems

APR 2025–SEP 2025

- Developed a brand refresh for the website, imagery, and company-wide materials, re-positioning the brand in a more serious and mature tone
- Created a new icon library from scratch to be used on all future design materials that targeted Rhombus's audience in the factory and administration sectors
- Created and designed company brochures and graphics that showcased Rhombus as a company as well as a service provider to current and prospective clients

Freelance Designer Lederer Design

JUN 2016–CURRENT

- Freelance work consists of branding, art direction, front-end web design, UI/UX, marketing communications, logo design, and photography
- Re-position or define client's brand within their industry through data-driven feedback and analysis
- Some of my past clients include Herman Miller, Guidewheel.io, GoodTime.io, CORRAL Design, Gilead Sciences, Tournesol Siteworks

Senior Designer Designer

MAR 2024–JAN 2025

APR 2021–MAR 2024

The Contemporary Jewish Museum

- Work closely with outside vendors to improve museum processes with a 20% reduced project timeline and smaller team during COVID
- Manages and creates exhibition identities that span in-gallery graphics, merch creation, and ad campaign art direction
- Created and managed a design system across design apps to allow non-designers to create on-brand marketing collateral
- Work with nationally-recognized artists to art-direct and create supplemental works of art for art exhibitions
- Manages work flow and production schedules of all department design projects
- Execute projects to our brand standards and communicate brand standards to external collaborators



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Graphic Designer

JUN 2016–JAN 2020

CRI San Francisco

- Executed the branding, creative direction, and graphics of the company
- Developed concept and final product of social media content, motion graphics, web content, event collateral, and print to CEO's standards
- Designed and assembled interior design bid packages for top Bay-Area clients like Slack, Visa, Gilead, and Gusto on tight deadlines
- Managed the company website and blogs using CMS platforms as well as custom HTML and CSS code

Graphic Designer

OCT 2014–DEC 2015

Sonoma State University

- I oversaw and executed the creative direction of print and digital collateral (flyers, brochures, mailers, posters, banners, motion graphics, and web graphics) for 13+ departments
- I lead the redesign of the on-campus housing map system, working with department heads to ensure all necessary information was included for new students
- Designing print and digital collateral for campaigns such as posters, banners, mailers, TV graphics, logos, and motion graphics
- Worked within a small marketing team to analyze client feedback effectively and efficiently to create a cohesive product style
- Utilized time management to prioritize and execute tasks

EDUCATION

Bachelor of Arts in History

2015

Minor in Art Studio with a Focus in Printmaking

Sonoma State University

PROFESSIONAL SKILLS

- Project, budget, resource management
- Creative strategy and direction
- Branding and identity design
- Visual design
- Marketing campaigns and communication design
- Typography design
- Editorial layout design
- Front end web development
- Motion graphic design
- Asset management, archive planning, and implementation
- Photography



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SOFTWARE / TOOLS

- Adobe Creative Suite (Photoshop, Illustrator, Indesign, After Effects, etc...)
- Figma
- Canva
- CMS Platforms (Squarespace, Drupal, Wordpress)
- Program Management Tools (Asana, Podio, Trello)
- HTML/CSS
- Google Apps
- Microsoft Office

REFERENCES

Available upon request