

Competencies

Design firm with a decade of experience providing clients with small- and large-scale visual solutions including:

- Invitations, Brochures, Pamphlets, and Postcards
- Logos and Identities
- Posters, Signage, Banners, and Way-finding
- Gallery text panels and object labels
- Digital Maps and Illustrations
- Course Catalogues, Fine Art & Design Books
- Publications & Reports
- Ad Layouts
- Exhibits, Displays, and Trade Shows
- Newsletter Design and Content development
- Website Design and Content development
- as well as services like Project Management

Differentiators

- Attentive, detail-oriented, seasoned professional who works within client deadlines
- Ability to communicate visually and verbally combined with liberal arts education means offering clients a seamless integration of concept development and aesthetics
- Knowledge of printing techniques and materials, and ability to manage projects from concept through installation results in long-term, sustainable solutions for clients
- Experience with small and large-scale graphics as well as display design

NIGP Codes

- 71530 - Display, Exhibit, and Promotional Materials
- 90640 - Graphic Design - Architectural
- 90652 - Interior Design, Space Planning, & Exhibits/Displays
- 90735 - Designing Services
- 91522 - Communications Marketing Services
- 91548 - Graphic Arts Services (Not Printing)
- 95836 - Exhibition/Exposition Management Services
- 96207 - Arts Services, Cultural
- 96105 - Artists
- 96546 - Graphic Design Services for Printing

Past Projects

Created graphic and display design solutions for organizations and businesses including:

- **New York Transit Museum**, Brooklyn, NY: Designed graphics and exhibit for *From Fulton Ferry: Building Downtown Brooklyn*, a display that traces the impact transportation has had on Downtown Brooklyn for more than 350 years
- **Watters Branch Park**, Allen, TX: Designed plant and animal identification signs for a community park
- **Stony Brook University**, Stony Brook, NY: Designed graphics and exhibit for *Hidden Symmetries*, a display that explores the geometry in Pre-Columbian textiles
- **The Hebrew Home in Riverdale**, Riverdale, NY
Transformed niches in senior living facility into immersive spaces featuring sports memorabilia
- **Forbes**, New York, NY
8-year contract for design and management of print, digital, and exhibition graphics, as well as layout of artwork, for over fifty temporary displays of painting, decorative arts, and sculpture, at the former 5th Avenue galleries
- **The National Academy Museum**, New York, NY
Created promotional materials and course catalogues

About

- Certified Woman-Owned Business Enterprise
- NYC Goods and Services Mentorship Program graduate, 2017
- M.A. Graphic and Exhibition Design
Fashion Institute of Technology, SUNY, 2006
- B.A., Major: Art History, Minor: Studio Art
New York University, College of Arts and Science, 2000
- Software skills: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver), Vectorworks, Microsoft Office Suite (Word, Excel, Powerpoint)

Contact

Johanna Goldfeld, Principal
Johanna Goldfeld Design, LLC
315 St. Johns Place, Brooklyn, NY 11238
Email: johanna@jgoldfeld-design.com
Website: www.jgoldfeld-design.com
Tel: 718-789-1238