

Cheryl Molnar

cherylmolnarprojects.com

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LinkedIn:

[cherylmolnarart](#)

Education

Pratt Institute

MFA, Painting

Rhode Island School of Design (RISD)

BFA, Graphic Design

About

I am an artist, creative director, educator, and visual storyteller with a lifelong interest in the intersection of commercial and fine art.

I specialize in telling thoughtful, coherent, and provocative visual brand stories across channels including public sites, collateral, product and campaign branding, social media, video, email, and events.

Technical Skills

Creative Direction, Storytelling, Ideation, Photography Art Direction, Adobe Creative Suite, Squarespace, Shopify, Cargo, Wordpress, Microsoft Office, Sketch, Figma, Dreamweaver, and multiple photo editing tools.

Cheryl Molnar Projects

Creative Director & Founder

2021 - Present

- Cheryl Molnar Projects (CMP) is an independent brand design consultancy at the intersection of commercial and fine art.
- Clients turn to CMP to guide them in the conceptualization and execution of unique branding campaigns where art and design come together to amplify outcomes.
- Clients include Creative Fundraising Advisors, The Neuberger Museum of Art as well as various creative start ups.
- Services offered include: Creative direction, branding, design services, image sourcing and art commissions, photo art direction and production, experience design, public and private art commissions.

Adelphi University

Adjunct Professor

2023 - Present

- Professor of Design Publication and Graphic Design I for sophomore and junior students.
- Coursework focused on both the technical and conceptual applications of design.

J.P. Morgan Corporate and Investment Bank

Executive Director in Marketing | Creative Brand Director

2019 - 2021

- Managed the overall look and feel for the Corporate and Investment Bank (CIB) including marketing materials such as public sites, client collateral, product branding, firm-wide initiatives, social media, video, email, and event content.
- Directed our creative agency in developing a new system of creative brand elements for the CIB designed to reinforce J.P. Morgan's position as a leader in financial technology.
- Liaised with the CIB UX team, sales teams, and event creative teams to ensure consistency between the public- and client-facing channels.
- During my tenure, Interbrand's global brand ranking of the firm rose from 30 to 26, becoming the highest ranking financial services company in 2018.

Vice President | Digital Art Director

2014 - 2019

- Ran creative discussions with the various businesses (Corporate & Investment Bank, Commercial Bank, Asset & Wealth Management) with the goal of creating visual consistency across products and services.
- Led art direction of photo shoots across 15 counties developing a custom image library containing over 600 photos, time-lapse, and B-roll footage.
- Led the CIB marketing and communications teams to a "digital first" marketing model.

Associate | Senior Designer

2008 - 2014

- Designed and executed marketing visual systems in line with the 2008 brand refresh. This included designs for the public site, print, and event materials.

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Bear Stearns

Senior Designer | Freelance

2007 – 2008

- Held senior role with corporate marketing team, leading design projects including digital animations for conference branding and internal communications projects.
- My web design and animation skills led to a prominent role working on animated graphics, digital newsletters, and digital communications.

Torrise Design Associates Inc.

Senior Designer | Freelance

2005 – 2008

- Conceptualized, designed and executed a variety of projects including Dow Jones Annual Reports, Ensemble Lifestyles luxury brand concept and inaugural issue, New York-Presbyterian Hospital's services overview book.

Martha Stewart Living Omnimedia / Martha Stewart Living

Assistant Art Director

2000 – 2002

- Worked with teams of editors, stylists, crafts people, photographers and design production teams from the brainstorm process to the final print.
- Projects ranged from gardening stories to craft special sections.