

CHERYL MALOOF

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EXPERIENCE

UBS | 8.5 YEARS

DIRECTOR, INVESTMENT COMMUNICATIONS & DESIGN LEAD | FEB. 2025–PRESENT

DIRECTOR, INTERACTIVE DESIGNER | MARCH 2021–FEB. 2025

ASSOCIATE DIRECTOR, INTERACTIVE DESIGNER | MARCH 2018–MARCH 2021

- Manage the Investment Communications and Design team for the Global Wealth Management Chief Investment Office in the Americas, ensuring operational efficiency and effectiveness of day-to-day business and strategic priorities
- Lead communications to advisors, clients and the public with promotion plans that drive awareness, engagement, lead generation and transmission of ideas into portfolios
- Simplify, innovate and scale content, activation and design efforts across channels and formats to improve user experience, making data-driven decisions aligned to a strategy
- Drive high-profile initiatives such as a full website redesign and development of a digital content strategy, with tech solutions leveraging our API, LLM optimization and more
- Execute on content, design, and strategic project deliverables, such as web experiences, emails, infographics, social media posts, PDFs, videos, presentations and more
- Collaborate with senior leaders, analysts, strategists, designers, developers and partners across the firm, managing relationships with internal stakeholders and external vendors

RODALE | 1 YEAR

DIGITAL DESIGNER | FEB. 2017–MARCH 2018

Designed digital editorial content for MensHealth.com, WomensHealthMag.com, and RunnersWorld.com's combined 47+ million UV/month in the below capacities and beyond:

- Designed and developed longform editorial packages, associated interactive components and UI elements, optimizing for desktop and mobile
- Designed and developed landing pages, interactive widgets and other front-end features
- Designed infographics, photo illustrations, collages, maps, icons, logos, banners and animations for articles, websites, Instagram, Facebook, and other Rodale products
- Sourced stock photography for online articles and slideshows
- Designed slides for PowerPoint/Keynote/Google Slides sales presentations

CAREERMD | 2 YEARS

DESIGNER—PRINT, DIGITAL & PRODUCT | APRIL 2015–FEB. 2017

- Designed and managed virtual career fairs, including UI and UX, back-end setup, marketing and promo efforts, success analytics and the development of a proprietary product
- Redesigned newsletters (content and design), optimizing for desktop and mobile
- Designed marketing sell sheets, HTML emails, media kits and other promotional materials
- Led creative services, producing table runners, tabletop signs and direct mail postcards
- Designed magazines and programs, handling ad layout and production from start to finish
- Designed event collateral for more than 120 career fairs per year, nationwide
- Designed graphics for social media pages (and helped launch the social media presence)
- Supervised a production artist and assistant, implementing efficient production methods

COMMUNITY NEWS GROUP | 1.5 YEARS

PRODUCTION ARTIST | OCT. 2013–APRIL 2015

- Designed print and web ads for 11 weekly NYC newspapers, multiple supplementary publications and all associated websites, as well as flyers and promotional materials
- Provided creative direction for Wedding Guide, designed covers and all inside pages, executed ad layout and managed production of the glossy magazine from start to finish
- Designed stories, executed ad layout and managed production of Brooklyn Uncovered, the Family magazines, Prom Experience, Bar & Bat Mitzvah Guide and more

SKILLS

- Adobe InDesign, Photoshop, Illustrator, After Effects, Premiere Pro, Acrobat and others
- HTML, CSS, JavaScript, PHP, ASP and Java
- Adobe Experience Manager (AEM), Drupal, WordPress, Squarespace and MailChimp
- Facebook, Twitter, LinkedIn and Instagram
- Microsoft Excel, PowerPoint and Word
- Spanish (professional proficiency)

HONORS + AWARDS

UBS 2025 CIO CULTURE AWARD

- In recognition of excellence, innovation and sense of urgency within the UBS CIO

RODALE 2017 IMPACT AWARD

- In recognition of hard work, commitment, innovation and results at Rodale

1ST PLACE AT AEJMC VISCOM BEST OF THE WEB 2014 COMPETITION (VERTICAL FLOOR)

- Individual and Single-class App projects Mobile App Design in the Service of Storytelling

1ST PLACE AT SSND MIZZOU 2013 COLLEGE NEWS DESIGN CONTEST (VERTICAL FLOOR)

- News products appearing on other digital platforms, including iPad, Android and iPhone applications

UNIVERSITY OF ROCHESTER

- Phi Beta Kappa
- Golden Key International Honour Society
- Mildred Burton Award for Excellence
- Dean's List (all semesters)

EDUCATION

SYRACUSE UNIVERSITY, S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

JULY 2012–JUNE 2013

- M.A. Magazine, Newspaper and Online Journalism (design concentration), GPA: 3.86
- Activities included: The Daily Orange, 20 Watts Magazine, Equal Time Magazine, 360° Magazine, The NewsHouse, Jerk Magazine

UNIVERSITY OF ROCHESTER

AUG. 2008–MAY 2012

- B.A. Math (with Distinction), Economics (with Citation of Special Achievement) and Spanish (with High Distinction), Music minor, GPA: 3.79 (*cum laude* and *Phi Beta Kappa*)
- Study abroad: Quito, Ecuador, Jan.–May 2011
- Activities included: Campus Times, Wind Symphony, Jazz Ensemble