

Senior Digital DESIGNER

551.574.1032



DaliaTroppeDD.com



Dalia.Troppe@gmail.com



YahalomCrts.com



Fair Lawn, NJ



linkedin.com/in/dalia-troppe-dd/



Dalia Tropper



Fulltime Experience

ORTHOFEET

SR. DIGITAL DESIGNER | Norwood, NJ | 12.2021 - Present

In my role as the Sr. Digital Designing, I run the design department. I ensure multiple weekly emails, website, and social media are all updated regularly. In addition, I design alongside the rest of the team.

- Retail emails
- Creating Branding Guidelines
- Setting Design Expectations

SOTHEY'S INTERNATIONAL REALTY

DIGITAL DESIGNER | Madison, NJ | 11.2015 - 4.2020

As a **Digital Designer**, or acting **Senior Digital Designer** I enhanced the company's digital presence with **branded** motion and static graphics. My designs contributed to the distribution of all printed and digital marketing materials.

- Social Media & Paid Banner Ad's
- Interactive email Marketing
- Responsive Web / App (AEM)
- Content Management Systems (CMS)
- Interstitial / Parallax Ads
- HTML5 Banners

PROJECT MANAGER | 2019 - 2.2020

I **managed, researched, trained** and **implemented** a few major long term projects some of which also needed freelancers.

- Adobe InCopy
- Adobe Spark
- Logo Rebranding
- Lucidpress
- WeBrand

ACTING CREATIVE DIRECTOR | 2.2019 - 7.2019

Responsible for **directing outside vendors** (Bloomberg, NYT, MALK, etc.) with **branded** digital banners, videos, and printed property listings.

Offered company wide **innovative solutions** to program errors.

Was instrumental in **internal focus group**.

YahalomCrts (OWNER & CREATOR)

SR. DIGITAL DESIGNER | Fair Lawn, NJ | 8.2010 - Present

YahalomCrts (YCrts) is a **Digital Designing** company providing full-service for clients such as Blue Ribbon Bags (BRB / TripAdd). In addition I have an **e-commerce shop** where I **create, market,** and **sell** customizable 3D wall Decor.

- Designing Branded Digital Ads
- Marketing Ad's
- Creating Investor Video's
- Adobe XD App/Web Design
- Producing and Selling Original Art

ADOBE CONSULTANT

Advised Adobe with Adobe Spark and the creation of new programs following with testing the modified programs (NDA's signed).

GALLAGHER

GRAPHIC DESIGNER | New York, NY | 7.2012 - 11.2015

Developed Request for Proposal (**RFP**) documents and presentations to the final product in my self run print shop. Designed **interactive email campaigns** and all printed materials.

- Interactive PDFs
- Power Point
- Brochures
- Backdrops
- Tri-Folds

COMODO

DESIGN/OPTIMIZER | Clifton, NJ | 8.2011 - 7.2012

I tested every aspect of the websites with **A/B** testing including photo retouching and GIF/Flash animation to enhance the Call To Action (**CTA**) and Click Through Rate (**CTR**).

- Writing Specs
- Animate (Flash)
- Color / verbiage testing

Skills / Programs

Adobe CC - Doc. Layout, Vector & Photo editing

Photoshop	InDesign
Illustrator	InCopy
EPUB	DPS
Interactive PDF	

Motion Graphics & Video Editing

After Effects (AE)	Premiere Pro
Animate (Flash)	Media Encoder
iMovie	Final Cut Pro

Franchise Brand Management Systems

Campaign Drive	flipsnack
WeBrand	Lucidpress
Adobe Spark	

Microsoft Suite 360

PowerPoint (Keynote)	Word
Excel	Sharepoint/OneDrive

Interactive email Marketing

Rezora	ActivePipe
Constant Contact	Mailchimp
HTML emails	

Website / App / Content Management Systems (CMS)

AEM	Wordpress
doubledutch	Attendify
Adobe XD	Figma
Sketch	Dreamweaver

iPad Pro Sketching/Editing

Photoshop	Illustrator
Adobe Fresco	Adobe Lightroom
Procreate	SketchBook

Some CSS / html (NOT a developer)

UI Design

Stop Motion

Design Space (Cricut)

Education

AGI Training:

After Effects - Basic and Advanced (Maya and Cinema 4D - AE basic)

Premiere Pro - Advanced

Rutgers MGSA (Mason Gross School of the Arts at Rutgers)

BFA Graphic Design