

Senior Digital Designer

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

SOTHEBY'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, MALKA, etc.) with **branded** digital banners, videos, and printed property listings. Offered company wide **innovative solutions** to program errors. Was instrumental in **internal focus** group.

Skills / Programs

Adobe CC - Doc. Layout, Vector & Photo editing

Photoshop
Illustrator
EPUB
Interactive PDF

InDesign
InCopy
DPS

Motion Graphics & Video Editing

After Effects (AE)
Animate (Flash)
iMovie

Premiere Pro
Media Encoder
Final Cut Pro

Franchise Brand Management Systems

Campaign Drive
WeBrand
Adobe Spark

flipsnack
Lucidpress

Microsoft Suite 360

PowerPoint (Keynote)
Excel

Word
Sharepoint/OneDrive

Interactive email Marketing

Rezora
Constant Contact
HTML emails

ActivePipe
Mailchimp

Website / App / Content Management Systems (CMS)

AEM
doubledutch
Adobe XD
Sketch

Wordpress
Attendify
Figma
Dreamweaver

iPad Pro Sketching/Editing

Photoshop
Adobe Fresco
Procreate

Illustrator
Adobe Lightroom
SketchBook

Some CSS / html (NOT a developer)

UI Design
Stop Motion
Design Space (Cricut)

551.574.1032

Dalia.Tropper@gmail.com

Fair Lawn, NJ

DaliaTropperDD.com

YahalomCrts.com

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

Dalia Tropper



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

Education

AGI Training:

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

Premiere Pro - Advanced

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

BFA Graphic Design