

551.574.1032

Fair Lawn, NJ

SKILLS

Adobe CC & More!

Photoshop	██████████
Illustrator	██████████
InDesign	██████████
InCopy	██████████
Adobe XD / Figma	██████████
Sketch / Zeplin / AEM	██████████
Dreamweaver (Not a developer)	██████
CSS / HTML / UX Design	██████

Motion Graphics & Video Editing

After Effects (AE)	██████████
Premiere Pro	██████████
Animate / Flash	██████████
Google Web Designer	██████
iMovie / Final Cut Pro	██████████

Interactive email Marketing

MailChimp	██████████
Constant Contact	██████████
HTML emails	██████████

Management Systems (CMS / BMS) & More!

WordPress / Wix	██████████
Campaign Drive / Flipsnack	██████
WeBrand / Lucidpress	██████████

General Office Programs

Powerpoint / Keynote	██████████
Word / Excel	██████████

Top Professional Skills & More!

Attention to detail	██████████
Teamwork / player	██████████
Organized	██████████
Time management	██████████

More Skills HERE

AWARDS

Bergen County Arts & History Grant 2022

CONTRACTOR

YahalomCrts • Senior Graphic and Digital Designer

04/20 - Present

YahalomCrts (YCrts) is a **Full Service Design** company for startups as well as individual needs. I create full package assets that include logos, branding, websites, marketing videos, print materials, ads, etc. for clients such as, Blue Ribbon Bags (BRB / TripAdd) and SY & CG LLC.

My company additionally offers designing for people who have large celebrations that need logos/monograms, center pieces, swag, etc. These come to fruition with my 3D printer, Cricut, Laser cutter machines and other design tools within my collection. I also provide the option of dealing directly with the printing vendors for the clients so it's hassle-free.

- **Designing Branded Digital Ads** • **Marketing Ad's** • **Creating Investor Video's** • **SEO** • **A/B Testing** •
- **Adobe XD App/Web Design** • **Producing and Selling Original Art** • **Call to Action (CTA)** • **Photography** •
- **Click Through Rate (CTR)** • **Wireframing** • **Video Editing** • **Clear Communication Skills** •

FULL-TIME

SOTHEBY'S INTERNATIONAL REALTY • Senior Digital Designer 11/15 - 4/20

I started as a **Graphic Designer** and grew to a **Senior Digital Designer**, where I enhanced the company's digital presence with **branded motion** and **static** graphics. My designs were instrumental to the distribution of all real estate printed and digital marketing materials.

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

Project Manager

I **researched, trained** and **implemented** major long-term projects and systems working with **cross-functional teams** with **interpersonal skills**.

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

Acting Creative Director

Responsible for **directing vendors** (Bloomberg, NYT, MALKA, etc.) with **branded** digital banners, videos, and printed listings. Offered company-wide **innovative solutions** to program errors with detailed written tutorials. Which was instrumental in increase productivity for our 300 offices. I was in an **internal focus** group to help improve moral and management style.

ARTHUR J. GALLAGHER & CO. • Graphic Designer

7/2012 - 11/2015

Developed insurance **RFPs** (Request For Proposal) documents and presentations to the final product in own run print shop. Designed **interactive email campaigns** and all printed materials.

- **Interactive PDFs** • **Power Point** • **Brochures** • **Backdrops** • **Trifolds** •

TEACHING

Frisch School: 23-24

Graphic Design Class Seniors

Yeshivat Noam: 23-24

5th & 1st Grade Teachers Assistant3rd Grade Shadowing Student8th Grade Art Elective

Solomon Schechter: 2024

1st - 8th Co-Design STEAM (STEM) Teacher

TRAININGS

ACI Training:

After Effects: Basic & Advanced (Maya / Cinema 4D basic)

Premiere Pro: Advanced

EDUCATION

Rutgers University: Mason Gross School of Arts

B.F.A. - Graphic Design

2005 - 2009