

CONTRACTOR

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

YahalomCrts • Senior Graphic and Digital Designer

04/20 - Present

YahalomCrts (YCrt) 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

SOTHEY'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, MALK, 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 Assistant
3rd Grade Shadowing Student
8th Grade Art Elective

Soloman Schecter: 2024

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

TRAININGS

AGI 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