

| EXPERIENCE |

VELITA

GRAPHIC DESIGNER | May 2008 to present | New York, NY (*freelance*)

Worked with the founder of the company to develop a brand strategy for Velita's new premium women's wear like Conceptualized and designed company's brand identity which included various labels, hang tags, company stationary, look books. Worked closely with outside vendors and printers.

GAPPA TEXTILES, INC.

GRAPHIC DESIGNER AND MARKETING ASSOCIATE | 2004 to present | New York, NY

Designed stationary, inserts, labels and patterns for company's new home textiles lines. Conducted market and competitive research to keep the company up to date in terms of new trends in the market place Developed new products/patterns with the production team according to research findings

FRESH INK JEANS

GRAPHIC DESIGNER | Aug. 2006 to Sept. 2006 | New York, NY (*freelance*)

Worked with the design director to develop concept and brand strategy for the company's new denim line. Designed first versions of the company logo, and stationery. Actively participated in photo shoots and in final film selection

HARLOW JEANS

GRAPHIC DESIGNER | Oct. 2004 to Jan. 2006 | New York, NY (*freelance*)

Conceptualized and designed company's logo, stationery, labels, various labels, rivets, buttons, hang tags and invitations. Collaborated with other freelance artists, vendors and printers. Worked directly with the design director, and the marketing and sales department to develop and establish Harlow Jeans as a brand.

MAVI JEANS

RETAIL COMMUNICATIONS ASSOCIATE | Dec. 2001 to Aug. 2003 | New York, NY

Designed print ads and HTML emails for Mavi Jeans' retail stores. Hired, trained and supervised a 13 people sales team in two locations to meet company's standards for customer satisfaction Collaborated with marketing department to decide on in-store events, partnerships with other brands, store calendar and monthly store email blasts to promote the stores and the brand through stores. Worked with a curator for in store art exhibitions.

DWECK ADVERTISING

ASSISTANT STRATEGIC PLANNER | 2000 –2001 | New York, NY

Conducted market and competitive analysis through primary and secondary research and developed strategies for new business pitches and accounts. Analyzed research findings to prepare creative briefs and to brief the creative teams. Prepared client presentations and ensured that they reflected research findings. Monitored project flow and deadlines through creating and facilitating the use of an internal calendar. Actively participated in design and production of leave behinds.

CAREER CENTER OF BARUCH COLLEGE, CUNY

GRAPHIC DESIGNER | 1999 – 2001 | New York, NY

Designed Career Development Center's new logo, flyers and informational booklets. Designed, developed and maintained the center's website and their newsletter

GENERAL MOTORS

GRAPHIC DESIGN INTERNSHIP | September – December 2000 | New York, NY

Planned, prepared and promoted a publicity event targeted towards Baruch College students for GM's new car Aztek Conceptualized an advertising campaign, and designed awareness-building posters, flyers and postcards

| EDUCATION |

PRATT INSTITUTE

MS IN COMMUNICATIONS DESIGN | 2006

BARUCH COLLEGE, CUNY

MBA IN ADVERTISING AND MARKETING | 2001

Honors: Beta Gamma Sigma

NEW YORK UNIVERSITY

CERTIFICATE IN ADVERTISING AND MARKETING | 1999

BILKENT UNIVERSITY

BS IN MANAGEMENT | 1998

| COMPUTER SKILLS |

PhotoShop, Illustrator, InDesign, QuarkXpress, Dreamweaver, and Fireworks. Familiar with Flash, Adobe After Effects and FinalCut Pro.

| OTHER SKILLS |

Extensive understanding and experience in photography. Photography work has been exhibited in 3 group and 1 solo shows in New York, and has been published in several magazines. Interest in sustainability, environmental and social issues.