

# ARI MARKSTEIN

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## EDUCATION

### University of the Arts

Philadelphia, PA

BFA in Graphic Design May 2020

- GPA 3.9 (Dean's List)
- Merit Award Scholarship
- Won Citation Award for Capstone

## PROJECTS

Brand Development

Menu Design

Product Design

Social Media Advertising

Capstone: Designed an app/social media to better mental health

## SKILLS

Adobe Creative Suite: Illustrator, InDesign, Photoshop, AfterEffects

Microsoft Office Suite

Basic HTML & CSS knowledge

Highly organized & able to prioritize own work schedule

Digital Photography

Painting: Digital & Acrylic

## COURSES

Visualizing Language

Brand Identity

Visual Communications

Digital Interactive Technology

Interactive Design

Color Theory

## PROFESSIONAL SUMMARY

Creative and self-driven design professional with 3+ years of experience creating and delivering innovative design solutions that excite consumers and grow brands. Skilled in leading multiple projects simultaneously from concept to completion. Focused on crafting unique experiences highlighting minimalism, functionality, and beauty. Experienced in collaborating directly with clients, brand managers, photographers, and other design professionals.

## DESIGN EXPERIENCE

### Peter Breslow Consulting & PR — *Marketing Firm*

Creative Director/Graphic Designer September 2020 – Present

- Develop creative design for marketing packages on a range of projects, including branding and web design
- Supervise multiple projects at once to ensure timely delivery, quality, and accuracy of the final product
- Consult with clients, colleagues, and senior managers to build creative concepts and design solutions to exceed their objectives and meet tight deadlines
- Create original artwork including logos, web layouts, advertisements, presentations, and other marketing materials
- Direct photoshoots and worked closely with the photographer to guarantee consistency within all aspects of the project
- Managed web re-design project including creating a new logo

### Freelance Design

Designer 2016 – Present

- Hired by clients in current job to do freelance work outside of the expected job responsibilities
- Commissioned to design album art for several Philadelphia-area musical artists
- Commissioned to design book cover
- Served as pre-print production assistant for local designer
- Class project transformed into commissioned work - Hired by nonprofit organization after submitting conceptual brand development book