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ALI POMERANTZ

Creative Designer



WORK EXPERIENCE

CREATIVE DESIGNER- AGENCY

Q-Tech, Inc. 12 Jan 2017-Current

- Conceptualize, communicate and collaborate to establish authentic brand identity for corporate and personal businesses
- Nurture and execute branding strategy through development of creative graphics and visuals for website, logo, promotional products that adhere to existing or newly designed brand guidelines
- Creation of layouts and graphics for mobile apps, websites, one-sheets, presentations, advertisements, and more.
- Use expertise in color theory, typography, information design and visual communication on projects assigned Accurately make revisions and update design files based on feedback
- Juggle multiple projects for various clients while meeting deadlines

GRAPHIC DESIGNER

X-Perience Inc. 8 Dec 2016-Current

- Work directly with Creative Director to produce digital and print assets for Fairmont Miramar Hotels and Bungalows
- Assist in preparation of marketing plans for assigned Miramar hotel brands, including long and short-term strategy, promotions
- Design print and digital projects including marketing materials (social media graphics, website graphics, brochures, ads, large scale signage, promotional items, and product-related images and illustrations)
- Ensure brand standards are maintained throughout all promotional materials and communications.
- Maintain, organize, prioritize and track projects on a daily basis; working against hard deadlines
- Prepare final files for print and digital production

FREELANCE DESIGNER

Self Employed 20 Sep 2010-Current

Creation of layouts and graphics for mobile apps, websites, one-sheets, presentations, and advertisements. Development of brand identity, logo design, packaging design, creative direction, presentation design, mood boards, photo manipulation/retouching, art direction, print and digital assets, front end web development, costume design/styling, style sheets, infographics, and illustration as well.

Clients:

Jonas & Co Creative Agency (Versace Mansion/NBC), Netflix (Happy Madison "Sandy" Movie), Charlesworth & Rugg Investment Advisory Firm, GMC, Critchlow & Diskint, LLC. Attorneys at Law, Firefly Yoga & Massage, ACP Fledgling Media Company, Glam & Goodies Catering, Ahi & Limu Catering, AT&T, Chevy, Nissan, CBS (Sneaky Pete), Quixote Studios (Criminal Minds-Beyond Borders)



EDUCATION

BACHELOR OF ARTS

Art Institute 20 Sep 2005-2009

ABOUT ME

Fun loving, inventive, energetic, experienced designer with the perfect amount of weird all mixed into one 5' 2" package. My 6 years of experience includes designing for high profile clients and start ups across a range of industries, including entertainment, hospitality, automotive, apparel and consumer products. Looking for a collaborative environment in house or agency that pushes my limits and forces me to be constantly driven to improve (while having fun creating epic things).

CONTACT ME

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MY SKILLS

Adobe Photoshop

Adobe Illustrator

Digital Design

Print Design