

Hi, you can call me **Yedi**

I love a good challenge and have a variety of experience ranging from Tough Mudder to Park Avenue. Let's get started!

FREELANCE WORK // 2013 – 2016

ART DIRECTOR, GRAPHIC DESIGNER & SOCIAL MEDIA MANAGER

Have worked with clients including VaynerMedia (digital agency), Tough Mudder, eCoreXperience (UX agency), McGraw Hill and Hatchback (Leading CRM).

DRAPE KINGS // 2014 – 2016

MARKETING DEPARTMENT, SENIOR DESIGNER & DEVELOPER

Managed Junior and freelance members of the team. Oversaw campaign development, planning, execution and analytics from start to finish. Developed branding guidelines for all communications. Streamlined marketing processes from a consultant point of view.

CORR JENSEN, HEALTH & WELLNESS // 2012 – 2013

SKINNYGIRL & AB CUTS BRANDS, ART DIRECTOR

Responsible for look & feel of all email, web and print communications, sales materials, package design, displays, and product/brand development.

MERCER, HR CONSULTING // 2008 – 2012

GLOBAL MARKETING COMMUNICATIONS, BRANDING DESIGNER

Responsible for creating and expanding branding guidelines globally. Created logos, email and publication templates for Global Marketing team. Part of the New Media team which created apps, infographics, websites and event materials.

MRS JOHN L STRONG, LUXURY STATIONERY // 2007 – 2008

CREATIVE DEPT, GRAPHIC DESIGNER

Responsible for all print and web communications including email blasts, seasonal catalogues, direct marketing materials, advertisements, press/look books, product design, website maintenance & displays.

I am interested in working on meaningful projects that surprise & delight users

I'M READY!

Let's have a conversation about how I can add value to your team. You can reach me at yedilat@gmail.com or 201 647 8209. My portfolio is at www.yedilat.com.

STRENGTHS

Email Campaigns	★★★★★
Photoshop	★★★★★
Illustrator	★★★★★
Premiere	★★★★☆
InDesign	★★★★★
HTML/CSS	★★★★★

I am fluent in both English and Spanish; have project and people management skills; am comfortable with code and have experience with database management, CRMs, email deployment, analytics and eCommerce platforms like Magento and Drupal.

MASTERS IN COMMUNICATION DESIGN (IN PROGRESS)

Pratt

BACHELORS IN GRAPHIC DESIGN

RUTGERS
NEWARK