

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

Web/Mobile Design

SKILLS

Adobe Creative Suite: Illustrator, XD, InDesign, Photoshop, AfterEffects

Figma

Microsoft Office Suite

Google Suite

Basic HTML & CSS knowledge

Digital Photography

COURSES

Visualizing Language

Brand Identity

Visual Communications

Digital Interactive Technology

Interactive Design (UX/UI)

Color Theory

PROFESSIONAL SUMMARY

Dynamic design strategist with a track record of driving impactful results over 3+ years. Elevates brand identities through innovative design solutions. Proficient in leading concurrent projects from ideation to execution, consistently exceeding client expectations. Specializes in curating immersive experiences that blend minimalism, functionality, and aesthetic appeal, garnering praise and recognition. Proven ability to forge collaborative relationships with clients, brand managers, and cross-functional teams, contributing to seamless project delivery and client satisfaction.

DESIGN EXPERIENCE

Peter Breslow Consulting & PR — *Marketing Firm*

Graphic Designer: September 2020 – January 2024

- Client List: Chris' Jazz Cafe, Emmett, Ogawa Sushi & Kappo, Ember & Ash, Myrtle Jean Lofts, Carla's Pizzeria and more.
- Initiated and led internal brand redesign, including logo and website development, elevating brand perception and online presence.
- Collaborated closely with clients to understand their vision and requirements, resulting in the successful execution of diverse design projects such as logos, menus, and social media ads.
- Directed concurrent projects to ensure timely delivery and high-quality outcomes, maintaining client satisfaction and achieving project objectives consistently.

The Daisy Corner — *Record Label & Studio*

Lead Designer: January 2024 - Present

- Crafted and established a distinctive brand identity for The Daisy Corner, ensuring cohesive representation across all platforms
- Developing engaging social media advertisements, including materials for the studio's clients such as MCKNZ and Hannah Bug, to promote studio services and events, effectively increasing online visibility and engagement.

Freelance Design

Designer: 2016 – Present

- Applied UX/UI expertise to shape a productivity app, closely collaborating with a developer to translate their vision into intuitive and functional user interfaces.
- Spearheaded branding materials and menu design enhancements for Fysh Sushi, delivering captivating visuals to elevate the restaurant's identity