

Dana Avesar

www.danaavesar.com
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Creative. Passionate. Skilled.

Education

MFA in Design and Technology | Parsons the New School for Design, NYC 2014-2016

- Curriculum: web & development/design, product design, creative coding, physical computing
- Honors: Graduate Dean's Scholarship
- Notable projects: Interactive website- www.foodsgreatadventure.com, interactive installation- www.splaycious.com, portfolio website- www.danaavesar.com

BA in Visual Communication and Media Studies | New York University, NYC 2009-2013

- Curriculum: motion graphics, drawing, painting, liberal arts, writing, media studies, communication theory classes
- Honors: Founder Day Award for maintaining a high GPA

Work Experience

Creative Computation Teaching Assistant | Parsons the New School for Design, NYC 2015

- Taught students Javascript, JQuery, and Processing. Held tutoring sessions twice a week.

Workshop Leader and Camp Counselor | Big Idea Technology Camp, Israel 2015

- Taught workshops in special effects, music videos, and web design for campers ages 8-17
- Led social and educational activities for campers ages 10-14

Studio Artist | Mccann Erickson, Tel Aviv Israel 2014

- Created work for high end print, web, and TV production with technical mastery in Photoshop, InDesign, and Illustrator.
- Prepared work for international and domestic professional press.
- Re-designed projects for multichannel ads.

Outreach Strategist | Information Technology Services at New York University, NYC 2013

- Produced videos, visual guides and tutorials to increase awareness and instructional knowledge of NYU Stream, the Kaltura video web service at NYU.
- Created an interactive digest magazine as a promotional tool for NYU Stream.
- Worked on the population and design of the word press site for the "blended learning" video services provided for Faculty in the NYU Digital Studio.

Graphic Designer and Assistant Marketer | Sportaneous Mobile Start-up, NYC 2013

- Designed web/mobile icons, email templates, tumblr blog template, and visual social media posts to promote and brand the start-up.
- Created visual presentations for investors and assisted in potential investor research.

Freelance Designer | Tourma-Lean Innovative Shapewear, 2012

- Designed the packaging, logos, product catalogue, and website design for Tourma-Lean Innovative Shapewear.

Skills

Code: HTML, CSS, SASS, Javascript, PHP, MYSQL, Node, Underscore.js, Angular.js, p5.js, Processing, OpenFrameworks, Arduino

Adobe: Photoshop, Illustrator, InDesign, After Effects, Premiere

Spoken Languages: English-native, Hebrew-native, Spanish-fluent