

DAISY MANDES

CONTACT

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EDUCATION

General Assembly | 2015
Front End Web Development
Word Press Bootcamp

Queens College | 2012
B.S. in Graphic Design
Dean's List

SKILLS

InDesign
Illustrator
Photoshop
After Effects
Word
PowerPoint
Windows & Mac OS
WordPress
MailChimp
InVision
Sketch

HTML & CSS
(basic knowledge)

Bilingual:
English & Spanish

SUMMARY

Skillful and dedicated graphic designer versed in branding, campaign design, print production, advertising, email template design, and digital graphics. Self-motivated and looking to integrate into a design team where I can contribute my expertise and work collaboratively.

EXPERIENCE

Columbia University School of Professional Studies | Junior Designer
March 2016–August 2021

- Produced designs for various stakeholders as a member of the Creative Services team. Deliverables included: fliers, posters, brochures, stationery, presentations, print and digital advertisements, merchandise artwork, campaign identity, and email templates
- Developed graphics for social media to market program offerings and school-wide events
- Provided campaign designs for recruitment efforts encouraging prospective student enrollment
- Partnered with vendors to ensure asset file preparations were up to print and brand standards
- Generated client briefs and conducted presentations when assigned as lead designer

Amalgamated Bank | Graphic Design Intern
September 2014–June 2015

- Updated company-wide digital and print materials to newly acquired brand identity
- Styled print collateral including forms, applications, brochures, and signage for internal and branch location use
- Supported events by designing sponsorship ads, invitations, and display screen graphics

ELR Media Group | Graphic Design Intern
April 2014–June 2014

- Designed look books, social media posts, press kits, and advertisements for clients looking to promote their brand
- Created mock ups for retail store concepts

The Door | Graphic Arts Intern
September 2012–November 2012

- Taught graphic design basics to New York City youth in a computer lab setting
- Assisted youth with personal or instructed projects alongside fellow interns

AWARDS

Eight UPCEA (University Professional and Continuing Education Association) awards in 2018 for outstanding marketing strategy and executional excellence in key categories including: print publication, trade show exhibit, and outdoor campaign.