

Presentation

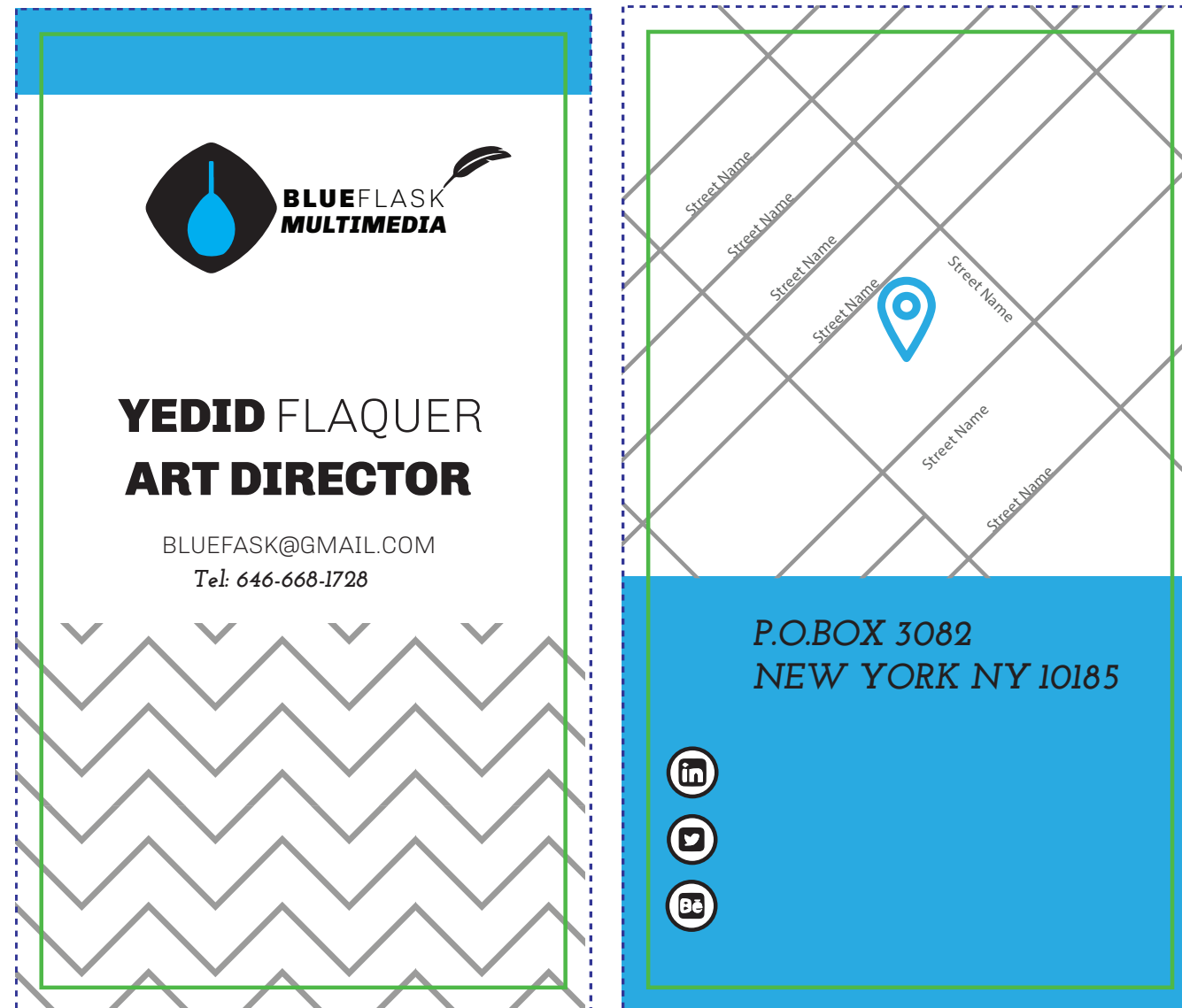
# **Business Final**

Yedid Flaquer

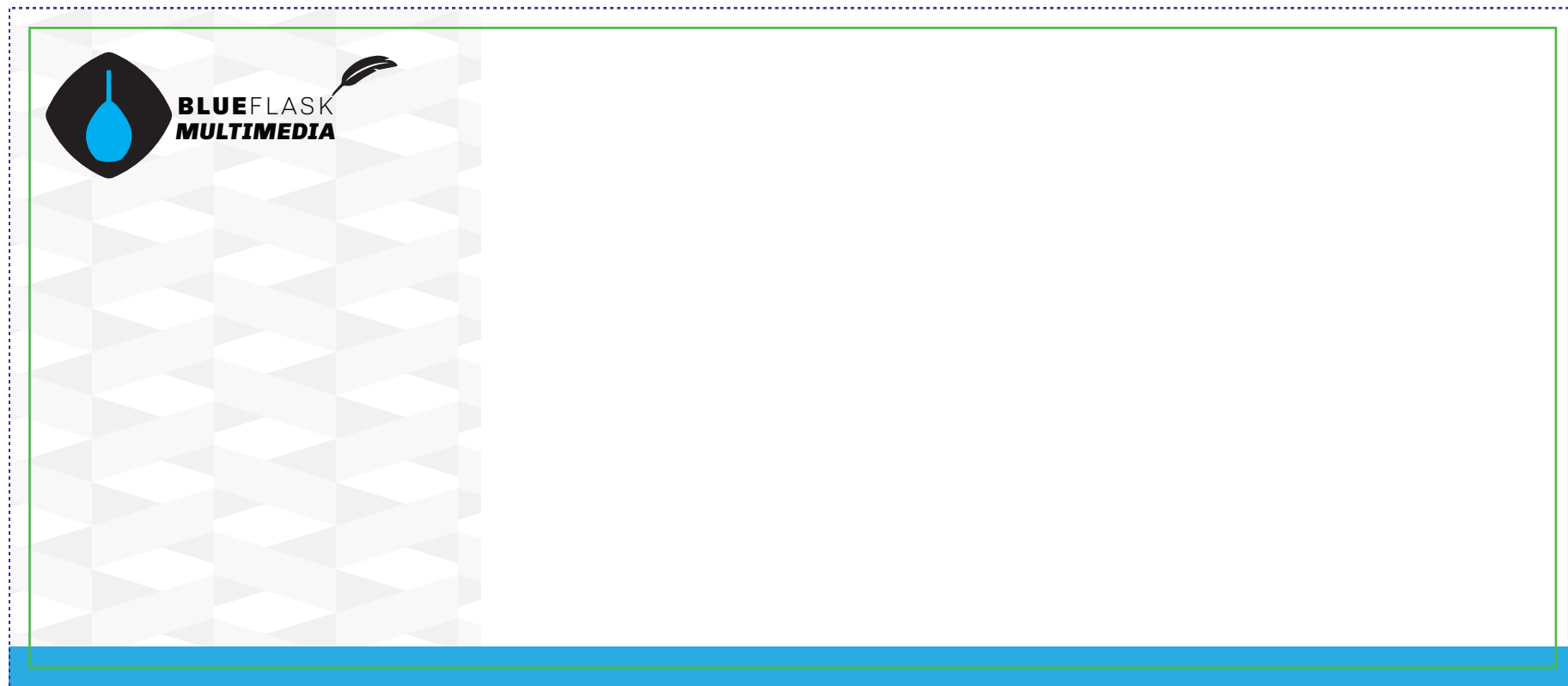
Spring 2018



Old version



# New Version



# Envelope



## May's Brexit transition demand 'would penalise EU citizens'

Theresa May's demand that EU nationals coming to the UK during a Brexit transition deal should enjoy fewer rights than those already in the country would amount to "penalising citizens", Guy Verhofstadt has said.

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Verhofstadt, the European parliament's Brexit coordinator, said May was "not very serious" when she proposed the idea.

He said: "It's not acceptable for us that rules will continue without change for financial services, for goods, for whatever other business, and only for the citizens, their situation will change. That is penalising citizens."

He added: "For us that is not acceptable. We do not even want to be talking about it."

The Belgian MEP was equally blunt when asked about UK hopes for a final deal that would mean different arrangements for different sections of the economy.

"That will not be the outcome of these negotiations. It cannot be the outcome," Verhofstadt told BBC's Andrew Marr Show, saying he could not countenance a trade deal that would also see the UK seek advantage through lower taxes and regulations.

His comments came as the shadow foreign secretary, Emily Thornberry, said it seemed inevitable the UK would have to stay in some sort of customs union after Brexit, a further indication of what seems to be a gradual Labour shift on the issue.

She told ITV's Peston on Sunday: "We cannot see a way forward when it comes to Northern Ireland or to tariff-free trade across Europe without us being in some form of customs union that probably looks very much like the customs union that there is at the moment, and that's our position on that."

*During her trip to China at the end of last month, May raised the idea of different rights for EU citizens who arrive after March 2019, during a transition period expected to last until the end of 2020.*

# Letter Head



# LOGOS

# YEDID FLAQUER

## Project Manager

✉ ccnyart@gmail.com  
in in/yediflaquer  
t @TDesignguy  
Bb www.behance.net/  
t 646-668-1728

# Old Resume



## PROFILE

I'm a UI / UX Graphic designer, Social Media manager with 10 years of experience specializing in client services, creating new content designs, project management. excellent business and presentation skills, strong analytical creativity, thrive to seek and find new opportunities and responsibilities to address problems encounter by the design team. I have proven ability to meet and exceed revenue targets.

- Won employee awards for performance, leadership, client advocacy, and creative design.
- Achieved \$1.5 million in sales revenue for three consecutive years, exceeding revenue goals by 50% .



## WORK EXPERIENCE

**Freelance in Digital Media Management** | **New York, NY - Tel Aviv, Israel - Europe** | **2014 - Present**

- Developed new content and campaigns to serve new markets for new start-ups and aided 30% growth of accounts against competitors.
- Created and published editorials, digital designs, and copywriting for individual artists and startups's social media platforms including Twitter, Instagram, Facebook, and Tumblr, increasing target reach by more than 25%.
- Coordinated and monitored the creation of new digital platform content, including typefaces, photos, and video (both mobile and desktop), helped the content team increase 20 % of over all productivity.
- Implemented and designed all social media communication for clients - (Facebook, Snapchat, Twitter, Instagram ) by creating a new user personas and scenarios in order to enhance functionality and usability for key audiences expanded market reach to 30%
- Gathered requirements from clients and conducted focus group to discover user needs then experimented with new discovery features achieved 40% of traffick increase to the new created features.
- Planned and implemented UX strategies that reflected country-specific individuality while keeping the brand identity for each unique MSN service through the use of ethnographic cultural research technics, reached 30% of new market

**Time Inc, This Old House** | **Intern - Photography - Art Department** | **New York, NY** | **2013 - 2014**

- Assisted Art Directors in the implementation of online client campaign, setting performance goals and testing relevant media ensured a productivity of 75% through out the campaign strategy.
- Optimized daily performance; provided reports to clients and made appropriate changes based on client's feedback generated 20% of revenue by implementing new design content through out the print media process .
- Designed new print media covers for the launch of the magazine online digital media version, aided increase 25% of traffic .
- Helped Director of Photography monitor new data - bases, and photo shoots for production and circulation of new magazine editon generated a 20% increase in-house productivity.

**Winston Retail Solutions** | **Visual Merchandize Coordinator** | **New York, NY** | **2007 - 2013**

- Developed business-driving strategies through sales contests and creative merchandising, exceeding sales goals by over 50% .
- Negotiated real estate for vendors gaining over 30% market profit against the competitors.
- Managed in-store advertising campaigns to ensure accurate merchandising increased in store traffic 40% against competition.



## EDUCATION

City University of New York, New York, NY | **JUNE 2014**  
**Bachelor of Arts- Electronic Design and Multimedia,**  
**Minor in Economics start-up entrepreneurship**

**Bachelor of Science – Interdisciplinary Studies,**  
**Public Relations & Advertising Communications Media,**  
**Anthropology & Economic Development** | **JUNE 2010**



## SKILLS

**Programs:** Working knowledge of Adobe Design Software, Photoshop, Illustrator, InDesign, and Cinema4D, Premier, CSS, HTML, JavaScript. Proficiency in Microsoft Office Suite  
**Languages:** Fluency in English, Spanish, Italian; conversant in Hebrew; familiar with Greek, French, Portuguese, Catalan, Latin  
**Volunteer:** Served in The United States Coast Guard, currently volunteer iStandParentNetwork, educating for parental rights.

# New Resume



## YEDID FLAQUER UI/UX DESIGNER



### PROFILE :

I'm a UI / UX Graphic designer, Social media manager with 10 years of experience specializing in client services, creating new content designs, project management, excellent business and presentation skills, strong analytical creativity, thrive to see and find new opportunities and challenges to address problems encounter by the design team. I have a proven ability to meet and exceed revenue expectations.

- . Won employee awards for performance, leadership, client advocacy , and creative design
- . Achieved \$ 1.5 million in sales revenue for three consecutive years, exceeding revenue goals by 50%



### EXPERIENCE :

#### **Social Media Content Manager I New York, NY - Tel Aviv, Israel - Europe I 2014 - Present**

- . Developed new content and Campaigns to serve new markets for new start - ups and aided 30% growth of accounts against competitors.
- . created and published editorials, digital designs and copywriting for individual artists and start - up social media platforms including twitter, instagram, Facebook and Tumblr, increasing target reach by more than 25%
- . Conducted focus groups to discover user needs then experimented with new discovered features achieving 40% of traffic increased for new created features.
- . Planned and implemented UX UI strategies that reflected country-specific individuality while keeping the brand identity for each unique MSN service through the use of ethnographic cultural research technics, reached 30% of new market.

#### **Apple Inc, Product Specialist I New York I 2017- Present**

- .Partnership with management and the business team to provide the right solutions, products into new started- up business, increased new business revenues 15% in the last quarter.
- .created new customer learning interaction for parents with kids learning disabilities increasing the parents attendees profiles to 10%
- .researched new technology features applicable to iPad and iPhone products that would satisfy the customers' needs, this increased business revenue and customer's interaction to 20% against prior quarter.
- .Measured and tested new products initiatives creating new business opportunities in the tech - market design, improving the customer's satisfaction 85% against prior quarter.

#### **Time Inc, This Old House Intern - Photography - Art Department I New York I 2013-2014**

- .Optimized daily performance ;provided reports to clients and made appropriate changes based on client's feedback generated 20% of revenue by implementation new design content through the media print process.
- . Assisted Art Directors in the creation of online client campaigns, setting performance goals and testing relevant media ensuring a productivity of 75% through the campaign strategy.
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- .Helped Director of Photography monitor new data - bases, and photo shoots for production and circulation of new magazines edition generated a 20% increase in-house productivity.



### EDUCATION :

#### **Touro College of New York, NY**

Master of Arts -Multimedia Graphic UX UI Design. | **Present.**

#### **The City of College of New York, New York NY.**

Bachelor of Arts -Electronic Design and Multimedia | **June 2014**  
Minor in Economics start-up Entrepreneurship.



[www.beance.net/](http://www.beance.net/)



[in/yediflaquer](https://in.yediflaquer)

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EMAIL : [ccnyart@gmail.com](mailto:ccnyart@gmail.com)





**BLUEFLASK**  
**MULTIMEDIA**



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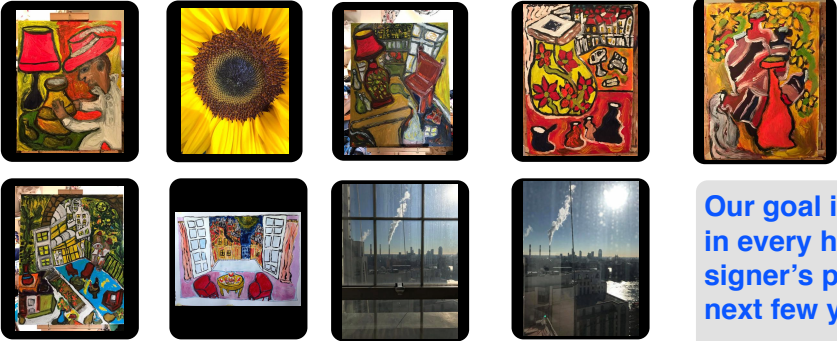
# Old website Version

YEDID FLAQUER  
ART DIRECTOR

Our goal is to clip our arts and inspirations in every hotel, home, office, and interior designer’s project all across America in the next few years, beginning in New York City.

**Mission Statement:** We are an online art décor platform we sell, provide and distribute art work for interior designers, hotels, real state agencies as well as individuals who needs a good piece of art for their home, office or business. ArtClipBoard was born out the desire to create and see good art work at our own family home, graduated in 2014 with a bachelor arts in Studio art design at The City College of New York, The great dynamic of New York culture and its diversity inspired us to create great art, other cities such as Tel Aviv, Israel, Paris France, Barcelona, Spain and Rome, Italy also gave us their charms which we put into our creative arts. ArtClipBoad name idea initiated from our everyday task of clipping art ideas on our office boards so we thought why not use this name. ArtClipBoard was born in New York City out our duties of constantly clipping art sketches on the board to inspires us into other ideas, to be quite frank it started in Jerusalem, Israel.

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# New versions



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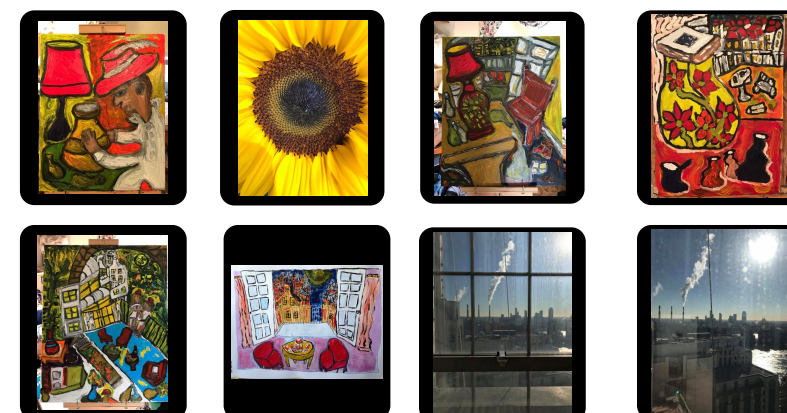
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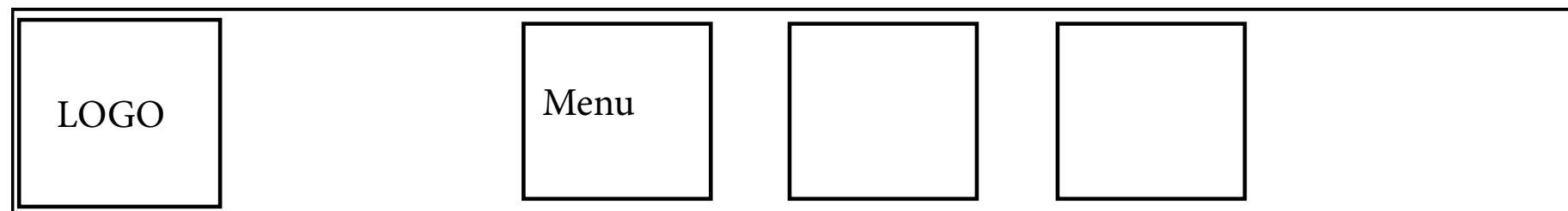
## YEDID FLAQUER ART DIRECTOR



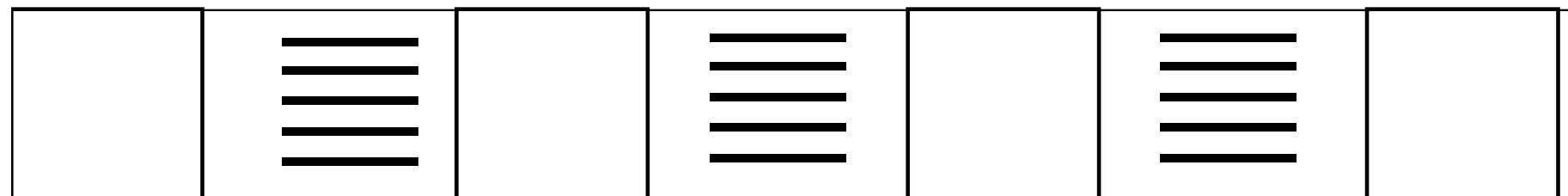
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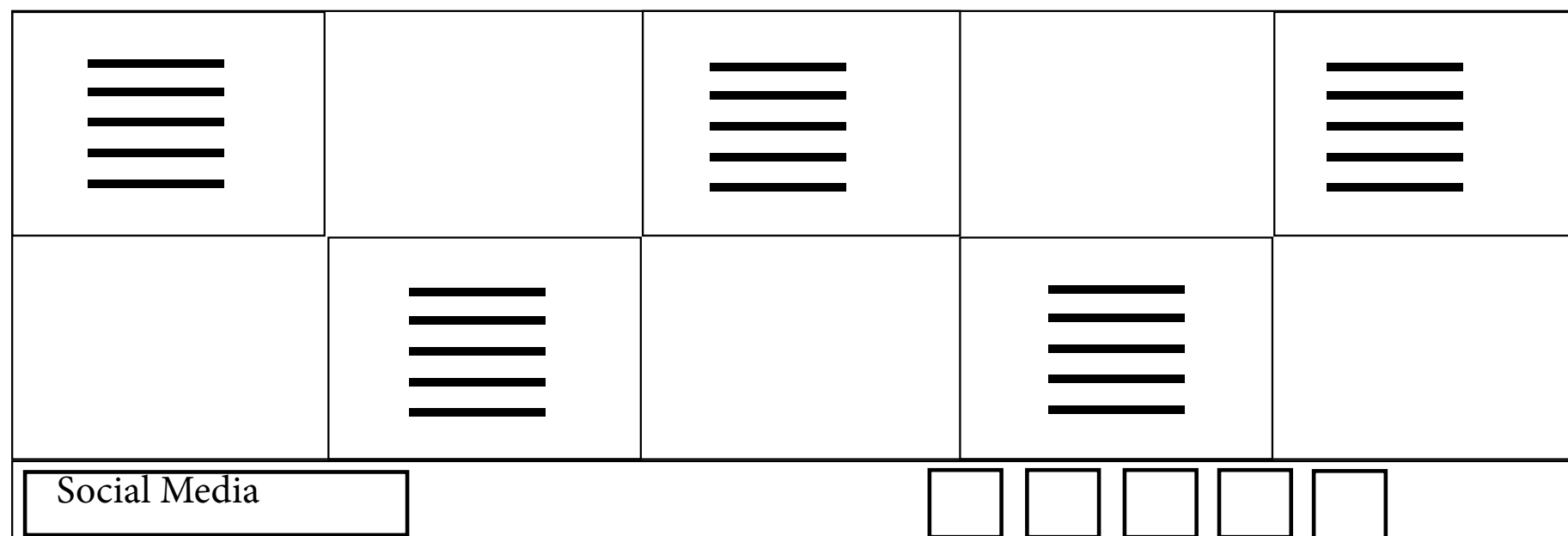
# Mobile



Art & Design

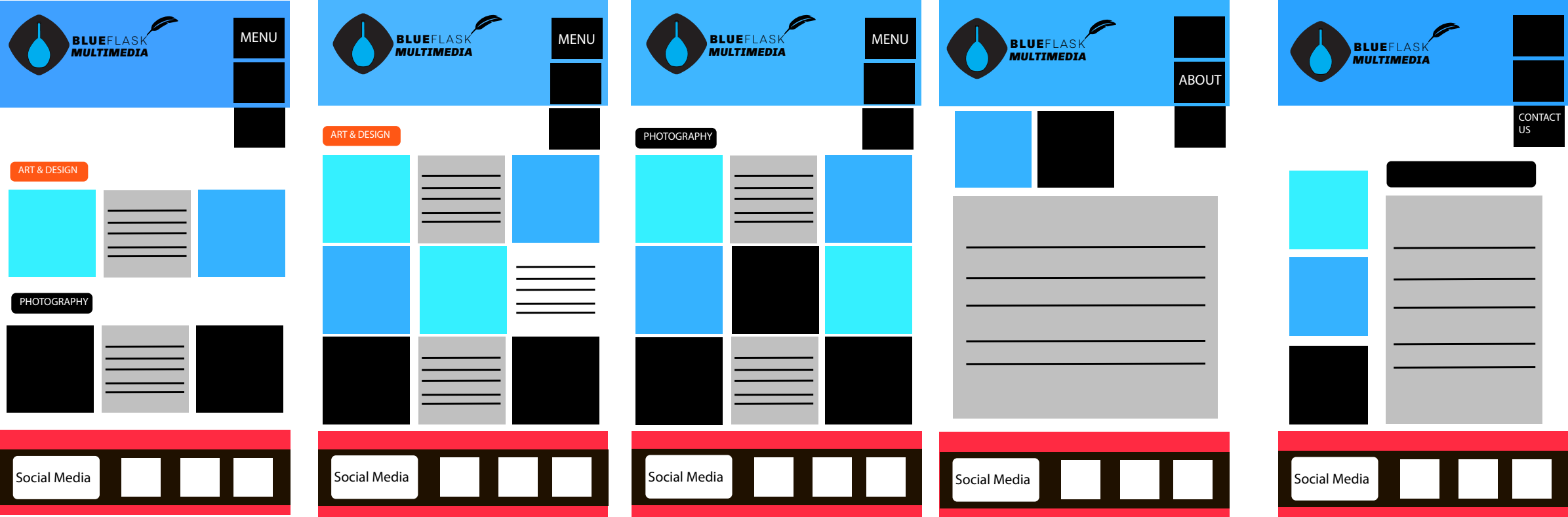


Photos



# Desktop frames



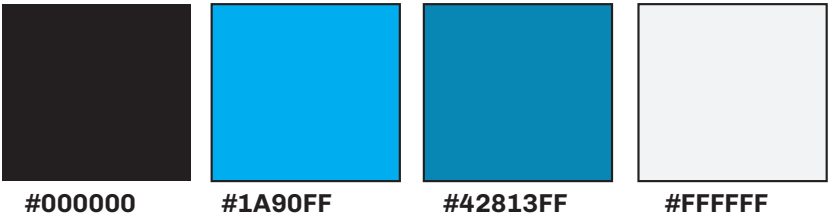


# Mobile Frames

STYLE TILES



color palette



fonts

**chivo bold** **helvetica bold**  
chivo light helvetica light  
**Helvetica bold**

**DESKTOP** 1366X768PX

**DESKTOP** 750X1330PX



New Style-tiles



To whom it may be concerned:  
Demos – New York, NY  
Media Relations Associate Director

My name is Yedid Flaquer I am a PR Communications Specialist.  
I have a passion for building client relations.  
I worked as a Sales Specialist for Macy's East, Women's and Men's apparel division.  
One of my challenges was to increase the client database and sales revenues for my store.  
I was able to create and build a marketing communications plan that would both increase customers loyalties and sales revenues.  
The store produced 1.5 millions over sales plan and saw 20% increase in new customers through the implementation of my marketing –communications strategy. With a solid experience and education in building clients relations, business development, I am prepared to become an immediate contributor to your team. The following are the highlights of my quali cations and accomplishments:  
Extensive experience in client relations, communications-marketing strategies.  
In-depth knowledge of building cultural platform in a diverse environment Fluent in Spanish, Italian, working knowledge of French, Portuguese,  
Latin Employee awards for performance, leadership, client advocacy, clients relations Pro ciency in the Adobe creative suites, and an eye for a good design and Photography.  
Highly skilled in Logistics Management Initiatives  
My strong initiative and exceptional organizational skills, combined with the ability to work well under pressure, allow me to play a crucial role in fast pace environment, multicultural and client-centered environments. Further more with a history of global travel and experience in International markets I will immediately impact operations at your organization as part of your team.  
Enclosed is my resume for your review. I welcome the opportunity to discuss with you personally how my skills and strengths can best serve your clients and business.

Sincerely;

**YEDID FLAQUER**  
**ART DIRECTOR**

BLUEFLASK@GMAIL.COM  
Tel: 646-668-1728

## **YEDID FLAQUER**

### **UI/UX DESIGNER**

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Yedid Flaquer



# Cover Letters