

## Education

University of Illinois at Urbana-Champaign (UIUC)

Class of 2023 Bachelor of Fine Arts in Graphic Design James Scholar Honors

## Skills

Branding Typography Print Design Layout Design Color Theory Event Photography / Videography Video Editing Motion Graphics Illustration Design Social Media UX / UI Design

## Software

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom Microsoft Office

Canva Figma WordPress

Procreate

#### ilanedesign.com i@ilanedesign.com

Dynamic designer telling stories through graphic design, videography, photography, and motion graphics. Looking for full-time or contract work.

# **Professional Experience**

#### **Graphic Design Intern**

Olami

Sep 2022-Dec 2023

- Designed official brand guidelines including logo applications and post templates for antisemitism awareness campaign that generated 2.6M in social media reach within two months
- Produced 1-3 social media posts weekly that helped drive 1.5M video views across Instagram and TikTok over two months using graphic design, video editing, and motion graphics skills

### Graphic Designer/ Video Editor/ Animator (Contract)

Early Engagement *Mar 2021-Present* 

- Creates engaging video content including animation to effectively convey company's purpose to clients
- Works closely with marketing team to brainstorm project proposals and to stay current on industry trends

### Videographer (Contract)

Artists Book House

Jul 2023-Present

- Shoots and edits enticing videos to communicate organization's mission via social media
- Produces event length (45 min 1 h+) videos to showcase programs on website and YouTube

### Video Editing Intern

Office of Communications For Enrollment Management UIUC *Mar 2022-May 2023* 

- **Created** 2-6 minute promotional and informational **videos to market** the university to prospective students
- Designed three YouTube thumbnails for videos that garnered over 10K views
- Collaborated proficiently in a fast-paced ever-changing environment

### **Graphic Designer**

The Collective Magazine

Aug 2020-May 2023

- Composed enticing layout design for articles / table of contents for issues 007 - 012
- Designed visually compelling flyers and social media graphics to while maintaining brand consistency
- Displayed ability to meet tight deadlines handling multiple projects at once and use exquisite attention to detail