

Deborah Laban

GRAPHIC DESIGN.

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deborahlaban.com

Education

The New School, Parsons School of Design

New York, NY 2020

Associate Applied Sciences in Graphic Design
2020

Yeshiva University, Sy Syms School of Business

New York, NY

Bachelor of Science in Marketing
Associate of Arts in Jewish Studies
2016

Langara College

Vancouver, BC

Coursework focused on Graphic, Event,
Fashion, Interior, and Industrial Design
2012 - 2013

The Art Institute of Vancouver

Vancouver, BC

Coursework focused on Graphic Design
2011 - 2012

Professional profile

Proficient in

Adobe Photoshop, Illustrator, InDesign,
XD & Dreamweaver
Wix, Squarespace, Drupal (open source
platform), InVision, Figma
Canva
Microsoft Office Suite
BeePro
Wisepops

Fluent in

Spanish & English

Leadership

President of Yeshiva University International
Students Committee
Head of Marketing for YU Yearbook
Squad Captain for YU NCAA Women's
Fencing Team

Experience

Graphic Designer

Zyscovich, LLC., Miami FL, Feb 2022 - Present

Create RFP's and RFQ's for submission as well as publications and production materials that include books, brochures, and other collateral. Responsible for maintaining asset libraries and databases. Consistently accomplish goals and objectives while working under time-sensitive deadlines balancing multiple proposals and event collateral.

Entrepreneur & Freelance Graphic Design

2013 - Present

Created a variety of designs which have been sold on Redbubble.com
Sold commissioned vector art portraits, monograms, and event geotags.
Created promotional materials, logos, layouts and digital assets for small businesses, nonprofits, and university clubs.

Creative Services Specialist

Bermello Ajamil & Partners, Inc., Miami FL, Nov 2021 - Feb 2022

Created proposals and presentations for prospective clients such as local municipalities, cruise ship companies, and theme parks. Assisted with branding marketing materials and creating InDesign templates that adhere to the firm's style guide. Also responsible for creating and publishing social media posts, newsletters, and project updates.

JR Creative Designer

DS Healthcare, Miami FL, May 2021-Aug 2021 (contract)

Created social media banners, email campaigns, and digital assets that helped sell over 70K on memorial day alone, as well as social media posts for A/B testing. Designed landing pages for both web and mobile using Figma. Created and implemented multiple website popups using wisepops to gather new subscriber emails. Used Canva, Figma, and BeePro to create newsletters. Contributed to creating and implementing a new art work database in order to correct mistakes and reconcile differences in product packaging including spelling, translation errors, and design consistency.

Graphic Design & Marketing Intern

Computer Generated Solutions (CGS), New York, NY, March - October 2017

Designed social media posts, web banners, and other promotional marketing materials. Created Hebrew and Romanian web pages as well as edited and updated Spanish and English website using Drupal. Edited internal and external videos and updated subtitles for YouTube.

Marketing Intern

Cooperative Housing Federation of Canada, Vancouver, BC, July - August 2015

Reviewed and assessed social media strategy and performance. Assessed and revised market segmentation analysis. Revised main marketing brochure to match CHF brand guidelines. Contacted and organized member coop coordinators for yearly marketing campaign videos.