



# VICKY YADID

## SENIOR DESIGN MANAGER

### Phone

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### Website

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### LinkedIn

[www.linkedin.com/vicky-yadid](https://www.linkedin.com/vicky-yadid)

## EDUCATION

### Design & Technology Master's Degree

Parsons School of Design, New York ( 2014 - 2016 )

- Web Design Research Assistant ( March 2016 )
- Bootcamp Teaching Fellow ( August 2015 )

### Digital Media Design Bachelor's Degree

PUC, Rio de Janeiro ( 2009 - 2013 )

## COURSES

### LED Mappathon

CultureHub, New York ( 2018 )

### Onward Business Entrepreneurship

Lahav University, Tel Aviv ( 2014 )

### Summer Intensive Studies: Animation Design

Parsons, New York ( 2012 )

## WORK EXPERIENCE

### Senior Graphic Design Manager

Yieldmo ( 2016 - present ) New York, USA

adtech

- Overseeing creative production of 100+ monthly mobile ad campaigns and day-to-day relationship with clients
- Responsible for building the company's brand identity with visuals, messaging, and experience applied across all channels consistently
- Management and supervision of small design team to outline, brainstorm and delegate creative projects, deliverables and insure quality and consistency
- Increased credibility and client awareness by developing marketing collateral, presentations, newsletters and blog content
- Designing and maintaining corporate website based on high fidelity mock-ups
- Supervision of social media campaign creation, mostly focused on LinkedIn to increase followers, reach, impressions and website traffic

### Graphic Designer

The Library Migdal Shalom ( Jan - March 2014 ) Tel Aviv, Israel

tech startup

- Creative lead for 5+ innovative start-ups
- Designed landing pages and social media assets for Facebook
- Improved presentation designs to potential clients and investors

### Graphic Design Intern

Agência Kindle ( Feb - Dec 2013 ) Rio de Janeiro, Brazil

agency

- Participated in strategy, design, and execution of digital newsletters, banner ads, landing pages and seasonal campaigns
- Developed storyboards for flash animation projects
- Supported visual design for social media channels

### Graphic Design Intern

Ana França Design ( Feb - July 2012 ) Rio de Janeiro, Brazil

design studio

- Helped lead designers in creating Brazilian movie promotional posters
- Designed advertising materials for movie premieres
- Researched local and global industry trends and shared internally

## VOLUNTEER

### 2021 AD Futures Pitch Competition

The Advertising Club, New York ( 2021 )

### Summer Bridge 2020

NYC Department of Youth and Community Development, New York ( 2020 )

## SKILLS & TOOLS

Graphic and Web Design, Design Strategy, Layout & Composition, Presentation Design, Mobile Advertisement, Branding, Digital Marketing, Project Management

Adobe Creative Suite, Keynote, Wordpress, Wix, Squarespace, Shopify, HTML & CSS