

VICKY YADID

Senior Graphic Design Manager

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WORK EXPERIENCE

Senior Graphic Design Manager

Yieldmo (2016 - present) New York, USA

- 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

- 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

- 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

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

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)

VOLUNTEER

2021 AD Futures Pitch Competition

The Advertising Cub, New York (2021)

For four weeks, mentors work with the high school teams to guide and impart industry skills to student teams, in helping teams bring their campaigns to life based on a creative brief.

Summer Bridge 2020

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

This program provides youth interns with the help of industry leaders the opportunity to grow their workplace readiness competencies.

SKILLS & TOOLS

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

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