

ANIE AJAMIAN

Design Experience

ALCHEMY50, New York, NY

Senior Designer [Oct 2014 - Present]

- Collaborated with a multi-disciplinary team of designers, developers and product specialists on strategy, user experience, and implementation of designs to create experiences that enhance brand presence and marketing
- Worked across multiple platforms including responsive web sites, interface design for mobile apps, and finance software for clients focused in data research, analytic tools, and asset management
- Conceptualized logos and branding techniques directly with creative director to establish strong identities that would resonate with audiences
- Transformed branding and design ideas into usable application interfaces that created more meaningful experiences between the customer and the products they were using

OGILVY & MATHER, New York, NY

Freelance Art Director [Jul - Oct 2014]

- Strategized with creative directors and created content with copywriters based on new trends for social media and online marketing campaigns
- Responsible for the development and design of original concepts for digital initiatives and branding
- Collectively met with IBM leads to assist in creating branding and marketing messages for their new products and services geared towards enterprise level clients

FREELANCE

Graphic Designer [May 2009 - Present]

- Managed multiple freelance clients and projects including web design, posters, logo design, branding & digital strategy
- Conceptualized user experience through wireframes, mockups, and prototypes for mobile applications
- Optimized user flow and interface by identifying essential functional features along with developers

INMOTION HOSTING, Los Angeles, CA

Graphic & Web Designer [Apr 2011 - Jul 2014]

- Responsible for creative direction of the company, including the newly designed website and advertising initiatives
- Communicated between multiple departments such as development, affiliates, product, and marketing to effectively prioritize and complete projects by their deadlines
- Designed marketing material for the company such as banners, email blasts, landing pages, product pages, flyers, posters, brochures, videos, and company newsletters
- Assisted SEO specialist on content visuals such as infographics and web tools published on highly authoritative websites such as Business Insider and Web Design Ledger
- Engaged in social trends by sharing and discussing design related topics through company blog posts and social media [Google Hangouts, Twitter, Facebook, and YouTube]

Graphic Design Intern for

GAME SHOW NETWORK, Los Angeles, CA [Summer 2010]

RHINO ENTERTAINMENT, Burbank, CA [Spring 2009]

GREAT TASTE MAGAZINE, Huntington Beach, CA [Fall 2008]

Education

Bachelor of Arts in Studio Art, May 2009 California State University, Long Beach [Emphasis: Graphic Design, Minor: Marketing]

Capabilities

Brand Identity & Strategy, Creative Direction, UI/UX Design, Concept Development, Problem Solving, Photoshop, Illustrator, InDesign, After Effects, InVision, Sketch, HTML, CSS, JavaScript, Bootstrap, Foundation, Microsoft Office

Honors/Activities

AIGA, ggU Pop-Up School, American Marketing Association, Dean's Honor List [College of the Arts]