

Zara Leventhal

ZARA-LEVENTHAL.COM
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EXPERIENCE

Brand Designer at Leap Smoothies Jun - Sep 2017
LOS ANGELES, CA

- Refine company branding and create new style guide.
- Develop successful email marketing campaigns weekly.
- Create polished layouts for one-sheets, electronic press kits, and splash page designs.
- Design social media promotional images and advertisement campaigns.
- Produce hero images for website product pages.
- Photograph and edit product images.

Creative Designer at Human Condition Global Jun - Aug 2015
NEW YORK, NY

- Work on graphic design and branding of assets, websites, and Skin OS pitch deck using Photoshop, Illustrator, InDesign, and Keynote.
- Product research and development for Skin OS and Human Condition.
- Assist in filming and producing promotional video about car safety and technology.
- Organized and managed a successful two day conference with client AIG (approx. 50 in attendance) and ensured that it ran smoothly.

PR and Social Chair at Drexel TrebleMakers Oct 2015 - Jun 2017
PHILADELPHIA, PA

- Established branding guidelines and redesigned logo.
- Design and produce promotional material, including posters, banners, playbills, stickers, and t-shirt designs for every a cappella concert.
- Plan theme and stage design for the concerts.
- Manage and update website, Facebook, Twitter, YouTube, and Instagram, and use social media to promote concerts, features, and fundraisers.
- Communicate within executive board to make decisions on group operations.
- Operated a fundraiser that received \$5,000 for travel and accommodation to the VoiceJam competition in Arkansas.

Project Manager at GSKC Branding Redesign Sep 2016 - Mar 2017
PHILADELPHIA, PA

- Manage team and lead weekly scrum meetings to meet project milestones and deadlines.
- Create design brief and communicate and meet with client to ensure project is matching needs.
- Assist with different aspects of project ranging from back-end development to design, branding, and user testing.

EDUCATION

B.S. in Design Arts at Drexel University Class of 2018
Minor in Interactive Digital Media
PHILADELPHIA, PA

- A.J. Drexel Merit Scholarship 2015 - Present
- Dean's List (3.74 GPA) Six Terms
- Drexel Delegate to Pennsylvania Conference For Women 2016

Stuyvesant High School Jun 2010 - Jun 2014
NEW YORK, NY

SKILLS

- Leadership
- Graphic Design
- Branding
- Illustration
- Digital Strategy
- Ideation
- Adobe Suite
- Teamwork
- Web Design
- HTML / CSS / JS
- Industrial Sewing
- Flat Pattern Design
- Video Editing
- Music

ADDITIONAL

Freelance Artist at Art By Zara Jan 2010 - Present

- Produce primarily digital artwork, ranging from pixel art and sprites to digital paintings, logo design, and shirt design.
- Provide art direction and create album designs for independent music artists.
- Hand-embroider and sell custom iron-on patches.
- Manage and create content for personal Redbubble e-shop, including original fan art movie and television posters.
- Receive and produce numerous commissions.
- Designed, produced, and sold custom tattoos for Stuyvesant High School.
- Received four Daily Deviation awards on DeviantArt.com for outstanding artwork.

Barista at Saxbys Feb 2018 - Present
PHILADELPHIA, PA

- Run the POS system and take guests' orders.
- Prepare and serve hot and cold beverages.
- Maintain café cleanliness.
- Have a strong understanding of company values and guest needs.
- Respond quickly to complex requests in a fast-paced environment.