

# Zara Leventhal

## CROSS-DISCIPLINARY DESIGNER

### CONTACT

zleventhal@gmail.com

zara-leventhal.com

### GRAPHIC DESIGN

Branding

Illustration

Sketching

Logo Design

Adobe Suite

### WEB DESIGN AND DEV

UI/UX Design

HTML, CSS, JS

Sass, jQuery

Wordpress, PHP

Git

### FILM AND VIDEO

Shooting and Lighting

Video Editing

Audio Post Production

Photography

### FASHION DESIGN

Industrial Sewing

Flat Pattern Design

Accessory Design

### INTERIOR DESIGN

Textiles Application

### PRODUCT DESIGN

Ideation

Modeling

### EDUCATION

**Westphal College of Media Arts & Design** · Drexel University · Philadelphia, PA 2015 - 2018

**B.S. in Design Arts · Minor in Interactive Digital Media · Magna Cum Laude**

Self-designed plan of study created to examine the intersections between graphic design, fashion design, product design, and interior design. A minor in interactive digital media covered the digital side of the industry, including user interface design, user experience design, and web and application development. Experience mentoring and tutoring students on web development and digital design software.

**Honors:** A.J. Drexel Merit Scholarship, Drexel Delegate to Pennsylvania Conference For Women

**Stuyvesant High School** · Advanced Regents Diploma · New York, NY 2010 - 2014

### EXPERIENCE

**Brand Designer** · Leap Smoothies · Los Angeles, CA Jun 2017 - Sep 2017

Sole graphic designer responsible for redesigning company's branding and creating a new style guide. Helped to produce digital marketing campaigns through email and social media, photographed products and edited them to create hero images for the e-commerce website, and collaborated with the digital marketer and social media manager.

**PR and Social Media Chair** · Drexel TrebleMakers · Philadelphia, PA Oct 2015 - Jun 2017

Over two years, developed the Drexel TrebleMakers brand as an all-female a cappella group and redesigned their logo and aesthetic. Responsible for designing and producing all promotional material, ranging from t-shirts, posters, playbills, and stickers. Managed and updated the website and social media and doubled concert attendance with my marketing strategy. Operated a fundraiser that received over \$5,000 for travel and accommodation to the Voice Jam competition in Arkansas.

**Creative Designer** · Human Condition Global · New York, NY Jun 2015 - Aug 2015

Created graphic design work and branding for assets and websites for the company internally as well for the company's subsidiaries such as Skin OS and Human Condition Safety. In addition, assisted with product research and development as well as filming and producing a promotional video about car safety and technology. Worked behind the scenes at a two-day conference with AIG and ensured that the event ran smoothly.

**Freelance Artist** · Philadelphia, PA 2009 - present

Produce primarily digital artwork, ranging from pixel art and sprites to digital paintings, logo designs, and shirt designs. Manage and create content for two Redbubble e-commerce shops. In addition, work with independent music artists to produce cover art designs and promotional materials. Received four Daily Deviation awards from DeviantArt for outstanding digital artwork.