

Email zleventhal@gmail.com  
Portfolio zara-leventhal.com  
LinkedIn linkedin.com/in/zaraleventhal

*Zara Leventhal*

**Cross-Disciplinary Designer**

**Experience**

**Designer and Front-End Developer** of Digital Signage, Georgia Institute of Technology  
Atlanta, GA / June 2019 - Present  
Assist in migration of campus digital signage from Scala to 22Miles platform and BrightSign devices. Create individualized digital signage templates for customers that include data integrations and custom imagery. Collaborate with the back-end developers to conceptualize a web development strategy and plan for the creation of a digital signage platform for Georgia Tech utilizing Drupal 8 and responsive web design. Focus on usability and accessibility in the creation of user interfaces, way-finding maps, and additional design materials.

**Junior Designer and Front-End Developer**, Brolik  
Philadelphia, PA / Nov 2018 - June 2019  
Produce a variety of assets for branding, user interface designs, social media, digital marketing campaigns, and advertisements using Sketch and the Adobe Suite. Design templates for email marketing and landing pages using Mailchimp and Unbounce. Work on front-end development for websites and web-based applications using Git, Gulp, Sass, Craft CMS, Wordpress, and Shopify. Use BEM and web components to rapidly produce flexible and scalable sites. Focus primarily on creating user-centered designs that take into consideration usability and accessibility. In addition, design and code CSS-based animations for site interactions and banners.

**Graphic Design Intern**, Tag Strategies  
Philadelphia, PA / Sep 2018 - Nov 2018  
Created print and digital advertisement layouts, experimental card designs, and short animations for Aqua America. Helped design layouts and developed original digital illustrations for each page of Crossroads Hospice's yearly calendar. In addition, produced icon designs and overhauled their website widgets. Animated blog post images for Tag as well as assist in creating their holiday card.

**Brand Designer**, Leap Smoothies  
Los Angeles, CA / Jun 2017 - Sep 2017  
Acted as 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.

**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.

**Education**

**BASc in Design Arts, Minor in Interactive Digital Media**, *Magna Cum Laude*  
Westphal College of Media Arts & Design, Drexel University  
Philadelphia, PA / Aug 2015 - Sep 2018  
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 app development. Experience mentoring and tutoring students on web development and design.

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

**Design Skills** Interactive Design, Strategy, Branding, UX Design, Accessibility, Rapid Prototyping, Usability Testing, Wireframes, Sketching, Illustration, Logo Design, Photography, Accessory Design, Digital Marketing

**Dev Skills** HTML, CSS, Sass/SCSS, JavaScript, jQuery, AngularJS, PHP, Twig, Github, Command Line, Gulp, Craft CMS, Wordpress, BEM, Web Components, Progressive Web Applications, Responsive Web Design

**References Available Upon Request**