

ABE SHACK GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

An experienced Graphic Designer specializing in conceptualizing, designing, and producing digital collaterals for desktop and mobile platforms. Proficient in Adobe Creative Suite and Sketch, along with having strong design attributes. Excellent communication skills and detail-oriented with the ability to manage and implement projects.

EXPERIENCE

WebMD | Web Designer - Team Leader April 2017 - Present

A team leader of the Creative Services group for WebMD's healthcare professional site. Collaborate with a team of web developers, writers, editors and account managers in creating digital marketing deliverables for the firm's pharmaceutical clients.

- > Designing landing pages, emails, banner ads and microsites for pharma brands
- > Creating collaterals for desktop and mobile/responsive platforms
- > Building vector graphics, images, infographics, graphs, charts and icons
- > Determining functionality and visual interface for infosites/microsites
- > Reviewing digital assets and design layouts for creative approval
- > Received *WebMD MVP* award for accountability from Creative Services Director

medCPU | Graphic Designer November 2015 - February 2017

Lead Designer in the Marketing Department for a healthcare IT startup. Worked closely with the VP of Marketing to determine design direction and plan out project implementation for all marketing materials.

- > Marketing collaterals (sell-sheets, brochures, web banners & print ads) for prospective clients
- > Created style and branding guidelines for company
- > UX/UI design for landing pages and specific web pages
- > Graphic user interface (GUI) design for product platform

Freelance | Graphic Designer February 2013 - June 2016

Freelanced as a Graphic Designer in both a conceptual and production capacity for select clients such as NBC Sports, Major League Baseball, Organic Avenue and others.

- > Conceptualize, design and implement websites for clients through WordPress and HTML/CSS
- > Digital: web banners, vector graphics, HTML Emails and graphics for social media
- > Print: flyers, brochures, newsletters and print ads

SKILLS

Software

Adobe Creative Suite | Photoshop • InDesign • Illustrator • Dreamweaver

Project work flow | Sketch • Invision • Workfront

Microsoft Office | PowerPoint • Word • Excel

Web development | HTML/CSS • WordPress

Design

Web Design • Layout • UX/UI • Typography • Color Theory • Branding & Identity

EDUCATION

The New School - Parsons School of Design

Graphic Design (Associate of Applied Science), 2013

Pace University - Lubin School of Business

Financial Management (Master of Business Administration), 2007

Syracuse University - Whitman School of Management

Finance & Political Science (Bachelor of Science), 2003