



Neomi Assiabanha-Rapoport

FREELANCE VISUAL DESIGNER

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Portfolio: ravendesign.carbonmade.com

Experience

10/2013 – Present, Visual Communication Designer, Starbucks, Seattle, WA

- Work collaboratively with Merchandising Designers to produce promotional guides for US and International markets. Photograph fixtures and merchandise presentations, and compile complex information and guidelines into clear visual instructions for Starbucks Stores Partners. Create and edit bubble maps and infographics for early conceptualizing of upcoming promotions.

1/10 – Present, Freelance Designer, Seattle, WA

- Designed a wide range of projects including: product-labels, logos and books, Website design, and consultation on user experience and branding for e-commerce site.

7/2012 – 9/2012, Web Designer, Scaled Recognition.com, Seattle, WA

- Collaborated with startup founder on the design of ScaledRecognition.com, involved in all aspects of the design process, including handing off of redlines to development team.

5/2012 – 5/2012, Graphic Designer, Starbucks, Seattle, WA

- Provide support to the Visual Communication team. Retouch and merge images for the Summer Siren's eye Canada and US catalogs.

12/11-1/12, Graphic Designer, Washington Athletics Club, Seattle, WA

- Worked on a wide variety of design projects such as, email marketing, ads, posters, menus, tabletop collateral, magazine, as well as book design.

10/11-12/11, Graphic Production Assistant, BlueNile.com, Seattle, WA

- Maintain the daily production of the website including updating graphics and copy on the website. Processing all digital photographs including photo sizing, adding products, updating image sequences, and light photo editing.

- Using a content management program to code and size images and to stage new pages for the site. Build dynamic URLs for layered images.

8/08 – 1/2010, Art Director, Hybrid Mom Media, New York, NY

- Art direction of the quarterly Hybrid Mom magazine + digital edition, design features, create templates. Art direct staff designer and illustrators, redesign the magazine's overall look and brand. Coordinate all production and prepress needs for the magazine, and online edition.

6/2007 – 8/2007, Designer—Freelance Tango Media, New York, NY

- Assist Creative Director with redesign of Tango magazine. Design templates, photo research & editing, retouching and purchasing for the magazine. Coordinate all aspects of print production.

2/07 – 5/07, Freelance Art Production Manager, Metropolis Magazine, New York, NY

- Review layouts for errors, resolve design conflicts. Traffic and route layouts, send out art to pre press, preflight for shipping. Coordinate shipping of final pages, art, and revisions between art and edit departments and pre press house, culminating in shipping pages to the printer.

5/05 – 2/07, Designer Vibe Magazine, New York, NY

- Design Front of the Book and Back of Book sections, as well as features and packages for the monthly magazine. Collaborate with the Art Directors on 2006 redesign of the magazine.

- Manage and art direct the Art Assistant, Freelancers, and Interns. Assign illustrations, art direct the process until the completion of illustration. Work with the photo department on photo concepts. Check blue lines at the end of production cycle for corrections. Traffic and route layouts, send art out, silo and scan art.

11/2004 – 2/2005, Designer—Freelance Vixen Magazine, New York, NY

- Involved in all aspects of the magazine design process, from font research for the new magazine's launch to designing front of the book, back of the book, departments, and feature sections. Collaborating with Creative Director and Assistant Art Director on design and photo concepts and execution of stories.

9/2002 – 8/2003, Graphic Designer Brooklyn College Theater, Brooklyn, NY

- Design posters, playbills, and brochures for the BC Theater Department's theater productions. Collaborate with directors to create a unique design concept for each production from inception to final printing. Work with outside vendors and printers.

Skills

- Expert level experience in Adobe Creative Suite on Mac and PC platforms.

- Proficient in reading HTML and light code editing. Experienced in Scene7 web digital publishing and content management systems.

- Photographer with skills in shooting products, photo editing/retouching, and photo research.

- Experienced production designer in print preparation, prepress and production as well web content management.

Honors

Society of Publication Design award for Design and Layout of an article for VIBE (2007)

Education

Bachelor of Fine Arts (BFA), 9/2004 Brooklyn College, City University of NY. BFA with a concentration in digital art and photography.