

KASANDRA ROSE KAPRIELIAN



EDUCATION

MONTCLAIR STATE UNIVERSITY

BFA: Graphic Design | May 2016

NEW MILFORD HIGH SCHOOL

Academy of Arts and Letters | June 2012

SKILLS

- MAC and PC
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe After Effects
- Adobe Acrobat
- Adobe Premiere
- Microsoft Office Word
- Microsoft Office Powerpoint
- Microsoft Office Excel
- GSuite
- Wordpress/Squarespace
- Photography/Retouching
- Social Media

WORK EXPERIENCE

SONY CORPORATION OF AMERICA

SONY REWARDS (LIFECYCLE MARKETING)

Paramus, NJ (Remote) | *Graphic Designer* | May 2022 - Current

- Create versatile campaigns across all omni-channels, accounting for the customer journey, experience, and personalization. This includes email, advertisements, web/app banners, videos/gifs, and other social media content.
- Oversee design guidelines for Sony brands, ensuring consistency across Sony Brand, Sony Rewards, PlayStation, and Sony Rewards/PlayStation Card. This includes managing special projects with unique brand guidelines from partnering companies.
- Subject Matter Expert: Understanding what design aspects drive conversion and apply learnings to creative to help optimize and drive more engagement.
- Offer design support to partner marketing agency on an as-needed basis.
- Actively participate in meetings, voice opinions, concerns, and offer creative suggestions.

MUNDI WESTPORT GROUP

Pine Brook, NJ (On-Site) | *Senior Graphic Designer* | August 2016 - May 2022

Creative Services Intern | May 2015 - August 2015

- Brand and concept development for Tahari, Nautica, Mundi and other brands.
- Design and layout of market catalogs, packaging solutions, ticketing and signage.
- Design for web banners, social media posts and email.
- CAD and create line drawings of product, packaging, and shippers for Costco, JC Penny, Macy's, and other retail stores.
- Hand-comp mockups of packaging and ticketing solutions for presentations.
- Product photography, editing, retouching, and photo manipulations.

METROPOLITAN EXPOSITION SERVICES

Moonachie, NJ (On-Site) | *Creative Services Intern* | May 2012 - March 2013

- File setup and organization for physical and digital documents.
- Train in AutoCAD and exposition booth designs/floor plans.
- Design assistance for booth displays, event signage, flyers, and other marketing materials.

FREELANCE GRAPHIC DESIGN:

HAVEN TENTS Sandy, Utah (Remote) | January 2021 - Current

VISCOT MEDICAL East Hanover, NJ (Remote) | June 2020 - Current

- Design creative packaging/ticketing solutions, infographics, illustrations, catalogs, and content for online campaigns/email.
- Image retouching and photo manipulations.
- Create patterns and illustrations for product development



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