

Alex Garber

Project Manager, Visual Designer

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PROFESSIONAL PROFILE:

During my two decades in the creative field, I've developed a wide spectrum of skills related to visual representation ranging from hands on visual design, user interface production for online business assets and printed materials as well. I managed teams of domestic and outsourced developers delivering online products, software and apps.

PROFESSIONAL BACKGROUND

Dental Hi-Tech, LLC Brooklyn, NY (2013 – 2017)

Marketing & Advertisement Project Manager

- Managed and executed design projects for both in-house services as well as customers from beginning to end
- Managed all creative projects daily
- Designed and developed all graphic designs that were client specific
- Produced and created all marketing and promotional materials in all mediums as well as applying and maintaining company identity and brand standards
- Oversaw and coordinated multiple production processes
- Managed a team of developers for multiple projects creating and servicing several software products for the dental industry
- Developed multiple systems with regard to internal processes helping Dental Hi-Tech's efficiency
- Applied online solutions to all accounts as well as all promotional campaigns

NAV Tool Staten Island, NY (2011 – 2013)

Marketing & Advertisement Manager

- Managed all marketing and advertisement for auto electronics
- Maintained company website, concept creation and all updates
- Designed all marketing materials as well as all online and print advertising campaigns
- Designed and supervised production of all packaging materials
- Developed a series of promotional tutorials for new products
- Oversaw and worked on product industrial design and all packaging design

Alpha Group Brooklyn, NY (2006 – 2011)

Art Director

- Managed the creative department of the entertainment branch of the company
- Supervised and participated in the production of all web and print materials for various events
- Helped facilitate events featuring renowned American and European performing artists
- Managed the production of all company websites as well as all support

Alex Garber Designs New York, NY (1996 – Present)

Freelance Visual Designer & Project Manager

- Create a wide range of digital and consumer print products for an extensive database of international clientele
- Manage & maintain online payment systems, custom functionality systems, mobile apps, product form-factor designs, packaging designs, branding concepts, e-mail blast template, landing pages, online promotional campaigns, physical interiors and exteriors
- Manage a team of outsourced programmers from several countries and regions
- Successfully communicate client ideas to development specialists as well as overseeing production projects for businesses in the U.S. as well as international clients.

PROFICIENCIES

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Dreamweaver, Quark Xpress, Corel Draw, Adobe Acrobat Pro, MS Office Suite, Sony Vegas, Asana, Basecamp, Zoho Projects, UpWorks, Google Docs, Google Adwords, Google Merchant Center, Facebook PPC, Amazon Advertising Console, Seller Central, Constant Contact, iContact, MailChip, WorPress, Joomla!, Mambo, Drupal, Adobe After Effects, Video Editing, MAC OSX and Windows Operating Systems.