Ari Winkleman
Graphic Designer

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Education

University of the Arts (Philadelphia, PA)
BFA in Graphic Design
Graduated May 2010

User-Centered Design
Workshop with Jorge Franscara and Guillermina Noel
Spring 2009
A weeklong instensive workshop set up through The University of the Arts focused
on user-based design. Worked along with Pennsylvania Hospital and Philadelphia Senior
Center on recreating a hospital map for the elderly.

Skills

Proficient in the use of Macs, PC operating systems. Experienced with Illustrator, InDesign,
Photoshop, Freehand, Bridge, After Effects, Dreamweaver, Flash, Lightroom, iMovie, Microsoft
Office, Actionscript 2 and 3, HTML, CSS, Javascript, and Wordpress.

Design Experience

Sevag Creative Agency (West Chester, PA) July 2011 - June 2012
Designer / Social Media Strategist
Designed logos, websites, billboards, invitations, email blasts, print ads
Designed outdoor advertisements for Skinny Water
Updated multiple websites on a weekly basis
Office management

Joel Katz Design Associates (Philadelphia, PA) May 2009 – June 2010
Intern
Edited bus shelter maps for Center City District
Edited and developed graphics for Brand Atlas book
Worked on Omaha Wayfinding
Updated joelkatzdesign.com and art-travel-fashion.com
Photo retouching
Office management

Freelance (New York, NY)
Menagerie Networks 2012 – Current
Brand consulting
Content development for new dating website

HEEB Magazine 2010 – Current
Oversee and develope social media and email campaigns

Humantific 2010
Designed promotional book
Assisted in presentation design and preparation
Designed and edited PowerPoint presentations

Freelance (Philadelphia, PA)
Alina Wheeler 2010
Researched and developed slides for Brand Identity book

Residential Life at UARTS 2007 – 2010
Designed fliers and office papers. Created architectual layouts of all dorm rooms.
Re-designed campus map