



Aleesha Zak

I am a...

Designer //

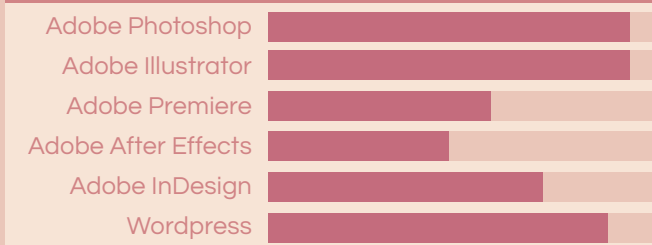
Digital Illustrator //

Creative Specialist //

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EXPERTISE //

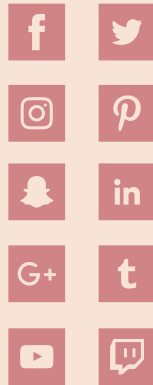
Creative Software



Marketing Software



Social Media



EDUCATION //

Bachelor of Fine Arts in Digital Media and Design, 2D Animation, December 2016

University of Connecticut, Storrs, CT

Honors: National Society of Leadership and Success Presidential Award, Spring 2015

Associate of Arts in Liberal Arts, General Studies, December 2012

Asnuntuck Community College, Enfield, CT

Honors: Dean's List, Spring 2011-2012, Fall 2012

EXPERIENCE //

Paradiso Insurance, Digital Marketing Specialist, Stafford Springs, CT, December 2016- present

- Create branded graphics for social network posts, blog covers, and other assets by using Adobe Photoshop to engage prospects and clients online
- Design print content such as branded brochures, flyers, and postcards through Adobe Illustrator to enforce brand recognition and to provide informative resources for clientele
- Implement and design landing pages on company website by utilizing Wordpress to inform prospects of campaigns and company-sponsored events
- Compose weekly blogs through the use of Wordpress to boost website SEO and to enhance the customer experience

Center for Career Development, Design & Animation Specialist, Storrs, CT, May 2016- August 2016

- Utilized software such as Adobe InDesign, Adobe Illustrator, and Adobe After Effects to efficiently create content
- Assisted in communication between the career center and the student body through the use of graphic design and motion media

-ATION Student Agency, Media Creative, Storrs, CT, August 2015- December 2016

- Collaborated with other students to deliver design material, storyboards, animations, and logo concepts to clientele by using software such as Adobe Illustrator, Adobe Premiere, and Adobe After Effects

Envision Pharma, Graphic Design Intern, Southport, CT, June 2015- August 2015

- Created medical posters, presentations, and figures for clientele through the use of software such as, Adobe Illustrator, Adobe InDesign, and Microsoft PowerPoint
- Helped improve work environment by taking on multiple tasks to assist the graphics team