

Deborah Laban

GRAPHIC DESIGN.

deborahlaban.com

Education

The New School Parsons School of Design

New York, NY
AAS Graphic Design
2019

Yeshiva University Sy Syms School of Business

New York, NY
BS Marketing & AA Jewish Studies
2016

Langara College

Vancouver, BC
Coursework focused on event,
fashion, interior, graphic, and
industrial design
2012-2013

The Art Institute of Vancouver

Vancouver, BC
Coursework focused in
Graphic Design
2011-2012

Experience

Freelance Graphic Design

New York, NY, 2013 - present

Created logos and fliers for university clubs including, The Graphic Design Club, Sepharadic Club, The Coffee Club, and Psychology Club

Created marketing materials and logos for small businesses such as Central Pie West, TextBookText, Hamilton Insurance Services BC LTD, and BH Security Systems

Designed Snapchat Geotags for events

Computer Generated Solutions (CGS)

Graphic Design and Marketing Intern, New York, NY, March - October 2017
Created social media posts, web banners, and other marketing materials for internal and external use

Edited videos for both internal and external viewing

Created Hebrew and Romanian web pages as well as edited and updated Spanish and English website using Drupal

Checked and updated subtitles on youtube videos

P-Graphics

Graphic Designer, New York, NY, December 2016 - February 2017

Created marketing and event materials for multiple national and international non-profit organizations and small businesses

Cooperative Housing Federation of Canada

Marketing Intern, Vancouver, BC, July - August 2015

Reviewed and assessed social media strategy and performance

Assessed and revised market segmentation analysis

Revised main marketing brochure

Contacted members for marketing video

Skills

Proficient in

Adobe Photoshop, Illustrator, InDesign, XD & Dreamweaver

Microsoft Word, PowerPoint, Excel, & Publisher

Wix, Squarespace, and Drupal (open source platform)

InVision

Fluent in Spanish

Leadership

President of Yeshiva University International Students Committee

Head of marketing for Yeshiva University Yearbook

Squad Capitan for Yeshiva University NCAA Women's Fencing Team