



# ILANA LIBMAN

CREATIVE DIRECTOR / GRAPHIC DESIGNER

## CONTACT

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portfolio

ILANALIB.com

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## SUMMARY

Creative professional with extensive experience in leading cross-functional teams, developing innovative concepts, and managing design processes for luxury brands and retailers. Skilled at optimizing customer experiences and enhancing brand awareness

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## PROFESSIONAL EXPERIENCE

### ILANALIB CREATIVE / 2010-Present

Freelance Creative Director / Graphic Designer

- Led, mentored, and managed growing brand design teams, including graphic designers and producers.
- Managed, designed, and executed creative and practical strategies that met objectives & requirements for clients.
- Enhanced brand visibility and product reach by developing and executing targeted visual marketing strategies.
- Suggested approach and best procedures for strategic projects based on business objectives including consumer targeting, brand positioning, and communication evaluation.

### HUDSON PLAY & HEALTH BAR / 2014-2022

Creative Director / Co-Founder

- Designed and built the first American Ninja Warrior-style recreational facility/event center in Jersey City, NJ.
- Researched industry trends to identify and develop innovative products and services, distinguishing the organization from competitors.
- Boosted brand awareness and expanded the customer base by creating digital content, resulting in a 20% increase in ROI.
- Directed financial planning and reporting, ensuring accuracy in budgets and forecast data.

### GOLD SHOT STUDIOS / 2003-2010

Art Director & Graphic Designer

- Excelled in retouching and creative direction for high-end fashion and jewelry companies.
- Affirmed consistency of quality throughout all images and brand standards.
- Generated and cultivated new leads, driving overall sales growth, and successfully doubled the studio's profits within the first three years.
- Provided appropriate coaching and development feedback to employees. Communication.

## SKILLS

### TECHNICAL

- Adobe Creative Suite (Illustrator, Photoshop)
- Microsoft Office
- Google Suite
- Webflow
- Canva
- Miro
- Slack
- Marketing Analytics

### MANAGERIAL

- Financial Planning and Reporting
- Sales and Operations
- Brand Development
- Strategic Planning

### CREATIVE

- Graphic Design
- Set Design
- Design Thinking
- Social Media Content Creation
- Visual Marketing
- Creative Direction

## EDUCATION

- NYC Career Center
- The Art Students League of NY (NYC)
- Vitzo Haifa NB Academy of Design & Communication (Israel)
- AMAL Technology & Communication (Israel)