



ILANA LIBMAN

CREATIVE DIRECTOR / GRAPHIC DESIGNER

CONTACT
hello@ilanalib.com
908 413 4477
portfolio
ILANALIB.com

Professional with extensive experience leading cross-functional teams, creative concepts, and design development processes for luxury brands and retailers to optimize the customer experience and evolve brand awareness.

PROFESSIONAL EXPERIENCE

HUDSON PLAY & HEALTH BAR

2014 - Present

Creative Director / Co-Founder

- Designed and built the first American Ninja Warrior style recreational facility / event center in Jersey City, NJ.
- Researched industry trends and identified opportunities to innovate existing products to develop new products and services to distinguish the organization from its competition.
- Expanded brand awareness and customer base by creating digital content to increase overall ROI by 20%
- Oversaw financial planning and reporting to ensure the accuracy of financial information, including the development of budgets and forecast data.

ILANALIB CREATIVE

2010 - Present

Freelance Creative Director / Graphic Designer

- Lead, measured, 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.
- Optimized brand awareness and product reach by developing and implementing product-specific marketing strategies through visual marketing.
- Suggested approach and best procedures for strategic projects based on business objectives including consumer targeting, brand positioning, and communication evaluation.

GOLD SHOT STUDIOS 2003-2010

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 worked on new leads to increase overall sales.
- Provided appropriate coaching and development feedback to employees.
Communication

SKILLS

Project Management
Sales and Operations
Marketing Analytics
Brand Development
Creative Direction
Digital Marketing
Problem Solving
Graphic Design
Logo Design

TOOLS

Adobe Creative Suite
Adobe Photoshop
Adobe Illustrator
Microsoft Office
Google Suite
Webflow
Canva
Slack
Miro

LANGUAGES

English
Hebrew
Russian

EDUCATION

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