AK Alexan Kolancian

GRAPHIC DESIGN AND VISUAL IDENTITY SOLUTIONS

PROFILE

Alexan Kolancian is a native New York City creator with over 10 years of experience delivering graphic design and visual identity solutions to a diverse set of clients and industries. His lifelong passion for the arts has led to a number of collaborations with several NYC-based arts organizations and corporations that have helped him to excel in creating clean, colorful, and communicative design.

PROFESSIONAL EXPERIENCE

1.2020 - Present
Marketing Designer, The Real Deal / New York, NY
- Assist with the Director of Marketing to build design concepts that concentrate on the end-user of the product, help the team best understand the key messaging and call to action, and arrange the information hierarchy accordingly.
- Head responsibility to maintain the look and feel of the brands' visual style while conceptualizing new and exciting ways to expand existing design elements.
- Collaborate with the Sales department to determine strategies to visually envision campaigns to meet sales objectives and deadlines.
- Responsible for leading all brand design work from idea to delivery for the marketing and growth team. This included conception, design, and production of presentations, printed materials, physical events collateral, and digital assets encompassing landing pages, social media, email marketing, infographics, interactive media, and animations.

Achievements
- Designed the brand logo and creative service offerings for the TRD Brand Studio, TRD's in-house content and creative agency for real estate brands that has delivered $500K in revenue to date.
- Worked closely with the Growth Marketing and Product teams to identify, understand, and react to customer insights and marketing performance trends that informed TRD's audience acquisition creative strategies.
- Tapped by TRD's senior management to conceptualize, develop and pitch big creative, never-been-done ideas that successfully drove advertising revenue ($2M annual).
- Contributed to the growth and success of a lean, high-volume marketing team by sustaining a positive and supportive team culture.

1.2010 - Present
Freelance Graphic Designer, Self-Employed / New York, NY
- Develop engaging and innovative digital and print designs and is highly adept at visual strategy, layout development, branding, and print and new media advertising. Demonstrate successful work in collaborative environments and providing leadership to design teams to conceptualize and execute effective marketing collateral, business development, and business growth goals through forward-thinking graphic designs and strategies.

6.2016 - 5.2019
Creative Project Coordinator, Imagecircle / New York, NY
- Coordinate with clientele to plan, analyze, oversee, and create visual solutions to marketing and communication challenges.
- Ensure all projects are delivered on-time, within the scope, and within budget.
- Manage internal resources and third-party vendors for project execution.
- Oversee finalized designs for a wide variety of clientele from ideation to production.

2.2013 - 5.2016
Graphic Designer & Prepress Technician, Imagecircle / New York, NY
- Diligent in preparing files for digital and offset print production processes with ideal specifications and preparations to perfection.
- Produce digital mock-ups and printed presentation comps for client approval.
- Design layouts and marketing materials for various clients.

EDUCATION

8.2003 - 5.2007
Bachelor of Fine Arts in Digital Arts, Pratt Institute / Brooklyn, NY

DETAILS

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DESIGN PROFICIENCY

Branding & Identity
Marketing Design
Digital Advertising
Typography
Video Editing
Photo Retouching
Logo Design
Presentation
Post-Production
Web Design
Social Media
Illustration
Animation
UI Design

TECHNICAL PROFICIENCY

Adobe Creative Suite
Final Cut Pro
Mailchimp
Constant Contact
PowerPoint
Prezi
Keynote
Squarespace
Wordpress
HTML