

\*willing to relocate\*



# Jared Cohen

is a creative brand strategist and designer with experience in logo design, brand promotion, e-Commerce, motion graphics and animation.

## contact

(914)874-7072

jared.cohen428@gmail.com

[www.jhccreative.com](http://www.jhccreative.com)

## software

After Effects

Figma

Illustrator

InDesign

Photoshop

## education

### School of Visual Arts

2019-2020

Masters of Professional Studies: Branding

### Towson University

2012-2016

Bachelors of Fine Arts: Digital Art & Design, Animation

## professional experience

### Sr. Graphic/ Multimedia Designer

2023-Present

Novak Birch

*Design engaging print, digital, OOH, and social media content for our diverse clientele through a variety of mediums. Additionally, I excel in video and GIF editing and animation, adding dynamic elements to our multimedia projects.*

### Marketing Coordinator

2022-2023

Prezzee

*Ideate, manage, strategize, and design engaging social media content to retain and expand Prezzee's audience. Liaison between the salesforce and marketing team to deliver effective B2B and B2C on-brand digital and print promotional items to promote brand awareness and increase revenue.*

### Design Contractor

2020-Present

EducationDynamics

*Design emails, landing pages, banner ads, animated GIFs, eBooks, and infographics to drive prospective students to explore higher education opportunities.*

### Graphic Designer

2017-2019

Bacchus Importers LLC

*Ideated, designed, printed, and displayed promotional materials such as signage, table tents, case cards, bottle necks, shelf talkers, brochures, tasting mats, and menus for the various wine and spirits brands we represented. Additionally, created and executed unique endcap and window displays to be implemented for our accounts for promotional use.*

## volunteer experience

### Teaching Assistant

2023-Present

School of Visual Arts

*Assist Dr. Tom Guarriello, Mark Kinglsey, and Melinda Welch and guide students to rebrand the Leslie Lohman Museum of Art through strategic repositioning and design.*