

yusef ramel!ze

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INTRODUCTION

Design is my public voice, where I translate my ideas into meaningful visual encounters. Over my fourteen-year career I have learned that good design is more experienced than it is noticed. In light of that I have honed my skills in design and strategic communication by using my unique design aesthetic to solve complex creative and brand challenges.

PROFESSIONAL EXPERIENCE

Production Artist Designer // Dec. 2012 – Present
International Council of Shopping Centers, New York City
🌐 www.icsc.org

Develop innovative design concepts for marketing initiatives with the Vice President of Marketing and Production.

Lead creative brainstorming for conference branding and materials.

Inform the department of current digital design, social media and print production trends.

Layout print and digital materials for deal making meetings, educational and research events with an emphasis on conference signage.

Coordinate and preflight ads and information for some of ICSC top sponsors and members of the association including developers such as CBRE Group, JLL, Cushman & Wakefield and Colliers International.

Production and Creative Manager // May 2007 – Oct. 2012
Informa USA Staff Board Member // Jan. 2010 – Jan. 2011
Informa plc, New York City
🌐 www.informa.com

Created all print, mobile and online design concepts for two of Informa's most lucrative monthly magazines; Biotechniques and Bioprocess.

Supervised production coordinators in the overall execution of design concepts.

Coordinated with the Publisher, Sales Manager, Editorial Manager and Director of Manufacturing to complete the production process of all printed materials, including production schedules.

Managed the entire project workflow for monthly magazines including release of all imagery, pre-flighting printer ready files and ads, and managing quality control of journals.

Delivered monthly production reports to monitor cohesion with strategic goals.

Production Coordinator // Mar. 2005 – May 2007
The Energy Intelligence Group, New York City
🌐 www.energyintel.com

Coordinate production goals with the global editorial and marketing staff.

Managed design and production layout of daily, weekly, and monthly newsletters including the Oil Daily.

Created book cover design for all of the company's published books.

Developed creative design for online marketing materials.

Graphic Designer // Mar. 2004 – Mar. 2005
Printech Business Systems, New York City
🌐 www.printechny.com

Coordinated outreach and maintained strong client relationships with Lehman Brothers, Ernst & Young (E&Y) and Health Insurance Plan of New York (HIP) among others.

Managed and expedited file set-up for print production, off-set and digital based on client specifications.

EDUCATION

Columbia University
Strategic Communications
Executive Masters of Science (M.S.)
Feb. 2018

The City College of New York
Electronic Design & Multimedia
Bachelor of Fine Arts (B.F.A.)
Jun. 2003

EXPERTISE AND SKILLS

Production & design management
Design & brand experience
Marketing design
Creative strategy
Photography
Typography
Video editing
Web design
Dynamic presentation
Social media content creation
Design software troubleshooting

SOFTWARE AND SCRIPT

Adobe Creative Suite CC/6
Microsoft Office Suite
Prezi
Final Cut Pro
PitStop Pro
Java Script
HTML5/CSS

HONORS AND AWARDS

Recipient of Platinum Hermes Design Award for ICSC Open Air Conference program booklet, 2015

Huffington Post Religion applauds the good work of Yusef Ramelize and his project, Homeless For One Week, 2012

Honored by Manhattan Borough President with a Proclamation as "Artist and Advocate against Homelessness", 2011

Recipient of the Informa plc "Best Production Person" award, 2008

PHILANTHROPY

Founder and Project Director
Feb. 2009 – Present
Homeless For One Week
🌐 www.homelessforoneweek.com

Homeless For One Week is an annual initiative to raise awareness about homelessness and to aid local agencies in fundraising in New York City.