




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

Senior Associate, US Creative Experiences Team // Apr. 2018 – Present
PricewaterhouseCoopers LLP, New York City
 www.pwc.com

Responsible for development and implementation of strategic programs and products that reflect the firm’s strategic, brand and marketing objectives with an emphasis on global events and conferences.

Collaborate and execute design direction with a global highly skilled creative team that delivers an integrated and differentiated customer experiences through visual, digital and verbal concepts across all media.


Responsible for developing digital and other design-led collateral, producing and executing fully-branded and environment design direction.

Production Artist Designer // Dec. 2012 – Apr. 2018
International Council of Shopping Centers, New York City
 www.icsc.org

Develop and execute innovative design direction for conference marketing campaigns with the Vice President of Marketing and Head of Production.

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

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

Production & Creative Manager // Feb. 2010 – Oct. 2012
Production Coordinator // Mar. 2007 – Feb. 2010
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 design coordinators in the overall execution of art direction and concepts.

Collaborated with the executive team to complete the production process of all print, online and events materials including production schedules.

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

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.

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 and Health Insurance Plan of New York among others.

Managed and expedited design file set-up for print production, off-set and digital.

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
Infographics
Social media content creation
Design software troubleshooting

SOFTWARE AND SCRIPT

Adobe Creative Suite CC/6
Microsoft Office Suite
SketchUp
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.