

ARI KOGAN

Design + Code

www.arikogan.com
ar.kogan@gmail.com
503 807 9404

TECHNICAL SKILLS

Software

Photoshop
Illustrator
InDesign
After Effects
Sketch
Affinity

Languages

HTML
CSS + SCSS
Bootstrap
jQuery
JS (competent)

EXPERIENCE

Web

Single and multi-page websites
Microsites
HTML emails
Google Ads
Google Analytics tracking
Wordpress

Print

Food packaging
Point-of-Sale displays
Sell sheets
Brand guidelines
Infographics
Billboards
Print media ads

EDUCATION

University of Oregon

(2009 to 2013)

B.S: Journalism + Advertising

Minor: Digital Communication

TIMELINE

Franz Bakery

Senior Designer (6 / 2019 to present)

Marketing Designer (2 / 2017 to 6 / 2019)

Rebuilt company website from the ground up. Developed concept and wireframe, designed UX workflows, built working prototypes, coded entire site, established QA procedures and logged detailed maintenance guides. Site launched on time.

Redesigned packaging as needed across entire family of products.

Built lightweight single page websites for subsidiary companies including Naked Bread.

Designed HTML emails that were Outlook 2007-proof.

Travel

SE Asia (Summer & Fall 2016)

A longtime dream realized. Me, my backpack, and my unwavering determination to master Thai cooking.

Revelry

Graphic Designer (4 / 2015 to 6 / 2016)

Helped take campaigns from inception to completion for our food and hospitality-focused roster of clients (Marriott, Hershey's, San Pellegrino).

Created print and web ads, brand guidelines, posters, email campaigns, slideshows, infographics and social media content.

Myself

Freelance Graphic Designer (6 / 2014 to 4 / 2015)

Designed websites, brand identities, clothing, logos, email campaigns and more for an eclectic roster of mostly local Portland clients.

Lead Lizard

Junior Designer (11 / 2013 to 6 / 2014)

Built responsive email campaigns and web pages.

Developed and Maintained internal Wordpress site.

Designed countless web ads.

Scratched the surface of Salesforce's automation capabilities.