

ILAYDA ORAN BALENGER

GRAPHIC DESIGNER

Contact

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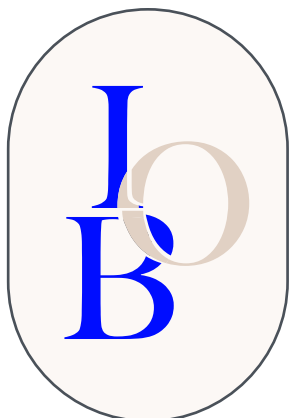
Education

James Madison University

B.A. Media Arts & Design

May 2020

Reference available upon request.



Experience

RITA FINE JEWELRY | BRAND DESIGNER FEBRUARY 2022 - CURRENT

- Lead the development of the brand's visual identity and all supporting assets, establishing a strong and cohesive market presence.
- Design a wide range of materials, including packaging, product catalogs, and digital and print promotional assets.
- Curate and assist in managing the company's social media presence, ensuring consistent alignment with brand aesthetics and messaging.
- Create mood boards and oversee photoshoots, from concept through execution, to capture the brand's vision.
- Collaborate with web developers to design an intuitive, visually engaging e-commerce experience that prioritizes both usability and brand identity.

CARAHSOFT | GRAPHIC DESIGN TEAM LEAD JULY 2020 - FEBRUARY 2026

- Collaborate with over 120 vendors to conceptualize and deliver design projects, including web and social graphics, print ads, signage, and event booth graphics.
- Manage and execute 2,000+ projects of varying scope, consistently meeting tight deadlines and adapting to diverse branding requirements.
- Develop brand templates and toolkits to improve efficiency and ensure design consistency across events, campaigns, and promotions.
- Lead interactive design training sessions and create resources that enhance collaboration between marketing representatives and the design team.
- Partner with cross-functional teams to brainstorm and implement creative, impactful design solutions for marketing and promotional campaigns.

Technical Skills

DESIGN TOOLS: Adobe Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro, After Effects (Basic), Figma, Canva

EMAIL MARKETING: Mailchimp, Klaviyo, HubSpot

DIGITAL PLATFORMS & E-COMMERCE: Shopify, WordPress, Meta Business Suite, Later, Hootsuite, Google Analytics

PROJECT MANAGEMENT: Asana, Trello

MULTI-LINGUAL

Turkish - Fluent

French - Proficient