

# ILAYDA ORAN BALENGER

GRAPHIC DESIGNER

## Education

## Work Experience

### Graphic Design Team Lead: Carahsoft | July 2020 - Current

- Collaborated with over 120 vendors to conceptualize and execute design projects, including web and social graphics, print ads, signage, and event booth graphics.
- Managed and executed more than 2000 projects of varying scales, demonstrating adaptability and efficiency in meeting tight deadlines and diverse requirements.
- Developed brand templates for vendors, enhancing efficiency and ensuring consistency across events and promotions.
- Trained company staff on design processes and brand standards, fostering a culture of design excellence and alignment with company and vendor branding guidelines.
- Actively participated in cross-functional teams to brainstorm and implement creative solutions for marketing and promotional campaigns.

### Brand Designer: RITA Fine Jewelry | February 2022- Current

- Spearheaded the development of Rita Fine Jewelry's brand identity, including designing the logo, brand assets, and brand guidelines to establish a strong visual presence in the market.
- Established and maintained the company's social media appearance, curating content, editing photos, and ensuring consistency with brand identity and messaging.
- Created mood boards for photo shoots to ensure alignment with brand aesthetics and vision, and organized and supervised the execution of photo shoots.
- Designed various assets for the company, such as event signage, product catalogs, and promotional materials, ensuring high quality and consistency with brand guidelines.
- Collaborated closely with web developers to create an intuitive and visually appealing website design, prioritizing user experience and brand coherence.

## Skills

### Adobe Creative Cloud

- Illustrator
- Photoshop
- InDesign
- Premiere Pro
- After Effects

### Figma

### Hootsuite

### Google Analytics

### Mailchimp

### Multi-lingual

- Turkish - Fluent
- French - Proficient

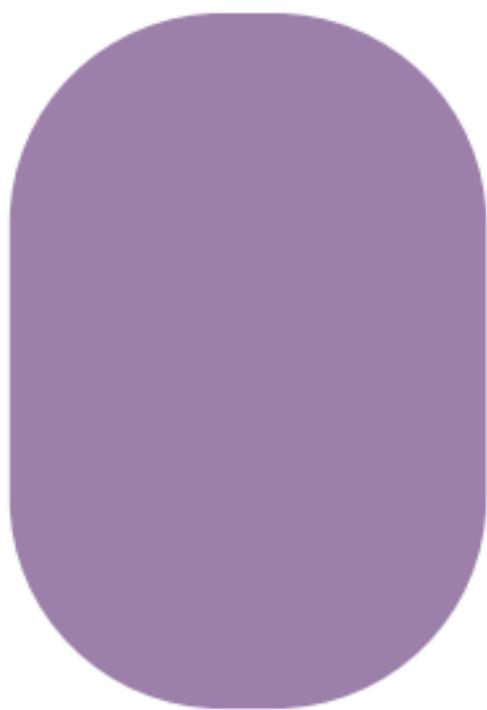


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G R A P H I C   D E S I G N E R



# ILAYDA ORAN BALENGER

GRAPHIC DESIGNER

## Contact

Ilayda Oran Balenger  
iobalenger@gmail.com  
www.ilaydaoran.com  
757.754.2854  
LINKEDIN

## Education

James Madison University  
B.A. Media Arts & Design  
May 2020

Reference available upon request.

## Experience

### CARAHSOFT | GRAPHIC DESIGN TEAM LEAD JULY 2020 - CURRENT

- Collaborated with over 120 vendors to conceptualize and execute design projects, including web and social graphics, print ads, signage, and event booth graphics.
- Managed and executed more than 2000 projects of varying scales, demonstrating adaptability and efficiency in meeting tight deadlines and diverse requirements.
- Developed brand templates for vendors, enhancing efficiency and ensuring consistency across events and promotions.
- Trained company staff on design processes and brand standards, fostering a culture of design excellence and alignment with company and vendor branding guidelines.
- Actively participated in cross-functional teams to brainstorm and implement creative solutions for marketing and promotional campaigns.

### RITA FINE JEWELRY | BRAND DESIGNER FEBRUARY 2022- CURRENT

- Spearheaded the development of Rita Fine Jewelry's brand identity, including designing the logo, brand assets, and brand guidelines to establish a strong visual presence in the market.
- Established and maintained the company's social media appearance, curating content, editing photos, and ensuring consistency with brand identity and messaging.
- Created mood boards for photo shoots to ensure alignment with brand aesthetics and vision, and organized and supervised the execution of photo shoots.
- Designed various assets for the company, such as event signage, product catalogs, and promotional materials, ensuring high quality and consistency with brand guidelines.
- Collaborated closely with web developers to create an intuitive and visually appealing website design, prioritizing user experience and brand coherence.

## Skills

### VISUAL & ARTS

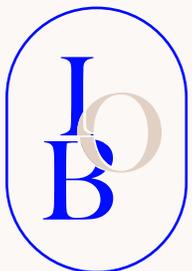
Digital Media  
Branding & Identity  
Digital Illustration  
Typography  
Page Layout  
Color Theory  
Image Editing

### MULTI-LINGUAL

Turkish - Fluent  
French - Proficient

### SOFTWARE

Illustrator  
Photoshop  
InDesign  
Lightroom  
Premiere Pro  
After Effects - Basics  
Figma  
Sketch  
Hootsuite  
Google Analytics - Basics



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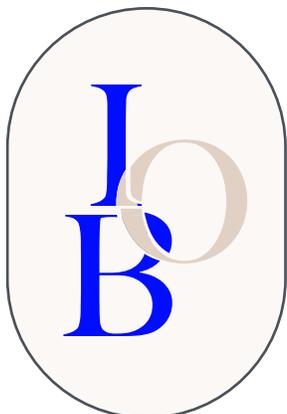
## Education

**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

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