

DESIGNER

ASHKAN PORTER

Skill Set

Logo Design | Branding | Typography
WordPress | Web Design | UX/UI
Prototyping | Wireframing | Art Direction
Adobe Creative Suite | Figma | Sketch

Education

**BACHELOR OF FINE ARTS
VISUAL COMMUNICATION DESIGN**

University of Hartford

COURSES IN GRAPHIC DESIGN

Manchester Community College

Get in Touch

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Experience

DIGITAL IMPULSE

JULY 2021 – DECEMBER 2023 / Web Designer

- Designed creative and purposeful web experiences, marketing campaign assets, and digital interfaces for clients across a wide variety of industries (healthcare, finance, tech, etc.)
- Executed deliverables based on a strong understanding of best practices in web design, UX/UI, and branding.
- Collaborated with members of the strategy and dev teams to wireframe, design, and prototype digital experiences using industry-standard software (Figma, Sketch, Invision, Adobe, etc.)
- Presented work both internally and to clients and translated feedback into tangible, executable revisions.

STARK / RAVING BRANDING + DIGITAL MARKETING

MARCH 2021 – JULY 2021 / Art Director

- Collaborated with other members of the art and copy teams to evaluate project needs and strategies.
- Created visual elements for pharmaceutical campaigns including brand identities, print materials (brochures, posters, trade show graphics, etc.), and digital campaigns.
- Collaborated with other designers, production managers, and developers on website projects across various stages (research, wire framing, designing, execution.)
- Provided supportive feedback and art direction to other design team members for various projects.
- Made suggestions for improving efficiencies in processes throughout company departments (file organization, best working practices, software use, recommendation of vendors, etc.)

MATTER COMMUNICATIONS

JUNE 2018 – MARCH 2021 / Graphic & Interactive Designer

- Work with account and project managers, creative director, and other design team members to conceive and execute on design projects for both clients and internal company needs.
- Create and develop brand identities, digital marketing materials (infographics, social media graphics, etc.), customized Wordpress website design and development, print marketing materials (media mailers, event promotions, flyers, posters/signage, brochures, etc.), environmental graphics (tradeshows, wayfinding, etc.)