

# Ali Bennett

(Alexandra Lifton)

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## Select Skills

Adobe Creative Suite • Beginner HTML/CSS • Branding • Canva • Figma • Google Suite • Illustration • Infographics • Keynote • Mac/PC Operating Systems • Microsoft Office • Print & Digital Design • Social Media

## Personal Statement

Innovative and detail-oriented graphic designer with over a decade of experience creating impactful designs across a diverse range of industries and categories, including fashion, direct to consumer products and the culinary world. A team player who thrives in collaborative, community focused organizations and fast-paced environments with a proven ability to work independently and meet deadlines.

## Professional Experience

### AB Graphic Design | Independent Graphic Designer | 2015 – Present

- Freelance and contract designer specializing in Adobe Creative Suite and Figma.
- Creates diverse print and digital materials, including logos, packaging, web banners, and social media assets.
- **Notable Clients:** Ann Inc., Bloomingdale's, Warren Tricomi, Epicured, NYY Steak, and more.

### Crispin | Production Designer | May 2024 – June 2024 | Short-Term Full-Time Contractor

- Created, edited and refined digital assets for Procter & Gamble brands.
- Ensured alignment with brand standards and maintained accurate file naming conventions.
- Worked collaboratively with a team to ensure timely project completion.

### Made In | Senior Graphic Designer | March 2022 – August 2023 | Long-Term Full-Time Contractor

- Designed digital assets for e-commerce and Amazon, including PDP's, banners, and email templates.
- Developed the entire Amazon company store via Seller Central.
- Created print collateral including ads, postcards, business cards, and catalog design.
- Illustrated product CADs, icons, badges, and infographic charts.
- Frequently edited and retouched product photography and lifestyle images to ensure branding and consistency.

### Camp Gladiator | Senior Graphic Designer | June 2021 – April 2022 | Long-Term Full-Time Contractor

- Recruited by former CMO from Worth LTD. to follow them and support them in their marketing and design needs.
- Designed digital assets, including social posts, app mockups, and email banners.
- Created print materials such as postcards, yard signs, and nutrition guides.
- Collaborated remotely to meet deadlines during the pandemic.

### Décor | Graphic Designer | August 2020 – October 2020 | Short-Term Full-Time Contractor

- Designed logos, Google Ads, packaging, media kits, and more.
- Overhauled existing assets to align with company rebrand.
- Researched and assembled multiple presentations.

### Worth LTD. | Senior Marketing Graphic Designer (for Worth New York & W by Worth) | August 2018 – July 2020 | Full-Time

- Directly reported into two different CMO's, while supporting both the CEO and President on any of their design and presentation needs.
- Managed design projects for print and digital marketing across multiple platforms for over 1,000 stylists, for both Worth New York and W by Worth.
- Created and handled social media assets, emails, Google Ads, and e-commerce website content.
- Oversaw Shopify tasks, including product uploads, inventory management, and web merchandising.
- Served as interim Marketing Manager from January to July 2020, overseeing timelines, design, and delivery for all marketing tasks and assets while supporting the bank's liquidation efforts during the company's closure.

### Lacoste | Graphic Designer | February 2018 – March 2018 | Short-Term Full-Time Contractor

- Designed emails, banners, and vector illustrations for events.
- Resized and optimized marketing images for web use.

### Tommy Hilfiger | Graphic Designer | November 2017 – January 2018 | Short-Term Full-Time Contractor

- Developed in-store training materials and visual guides.
- Created infographics and retouched images for various collateral.

### Vineyard Vines | Graphic Designer | March 2015 – October 2017 | Long-Term Full-Time Contractor

- **Custom Team Designer** | May 2017 – October 2017:
  - Designed custom-order clothing, incorporating bespoke elements and reimagined brand assets for major sports leagues, collegiate bookstores, corporate company stores and for top sports organizations, including the NFL, MLB, NBA, and NHL.
- **Brand Graphic Designer** | March 2015 – May 2017:
  - Designed seasonal lookbooks, print and digital promotional materials, coloring books illustrations, and more, including event assets for campaigns like the Kentucky Derby.

### Big Appled | Graphic Designer | September 2014 – January 2015 | Full-Time

- Crafted social media content, newsletters, infographics, website imagery, and more.
- Redesigned the company logo and media kit.

### Manhattan Media | Graphic Designer (promoted from Sales & Marketing Intern) | July 2014 – October 2014 | Full-Time

- Designed and created spreadsheets, advertisements, email invitations, and business cards.
- Enhanced media kits and refined document layouts for *Avenue Magazine*.

## Education

**Boston University** | Bachelor of Science in Communication | Class of: 2014