Ali (Lifton)
Bennett

◉ New York, NY   ✉ alifton423@gmail.com   🌐 www.abgraphicdesign.co   in linkedin.com/in/alifton-bennett

SELECT SKILLS

- Adobe Creative Suite
- Canva
- Figma

- Google Suite
- Keynote
- Microsoft Office

- Social Media Platforms
- Beginner HTML/CSS
- Mac/PC Operating Systems

EXPERIENCE

AB Graphic Design
(Formerly Alexandra Lifton Graphic Design)

Since 2015, I've worked with many companies on many on-going projects as well as short-term projects. My freelance and contract work have given me a chance to spread my creativity over a variety of brands and industries.

I've had the chance to design both digital and print work. This has Included illustrations, logo design, wedding sign in boards, app icon design, Snapchat geo filters, packaging, presentations, invitations, web banners, evites, fliers, website wireframes, print ads, postcards, business cards, Facebook ads, and more. I have learned the ability to manage time and projects wisely.

Select clients include: Ann Inc., Bloomingdales, Warren Tricomi, Epicured, NYY Steak, 4Brand Concepts, Breezemont Day Camp, KPR, Which Looks Better?, Designs By Donna, Miriam's Kitchen, Iconic Focus, Foreverview Farms, Tell Me Your Goals, and more.

Crispin
Temporary Production Designer • MAY 2024–JUNE 2024 • Contract

Used Adobe Creative Suite to design, edit, retouch, and recolor digital assets for diverse brands. Updated existing collateral to adhere to new brand guidelines, ensuring a consistent look and feel, and properly named files.

Made In
Senior Graphic Designer • MAR 2022–AUG 2023 • Permalance

Used Adobe Creative Suite and Figma daily to design Amazon and website PDPs, emails, banners, and other web assets. Illustrate product CADs, Icons, badges, and infographic charts. Used Amazon seller central for designing company store. Retouched and color matched product and lifestyle images. Print work included ads, postcards, business cards, and catalog design.

Camp Gladiator
Senior Graphic Designer • JUNE 2021–APR 2022 • Permalance

Used Adobe Creative Suite, Google Slides, and Figma daily to design Emails, Gifs, Social Posts and stories, Web Banners, Mobile App Mockups, Zoom Backgrounds, Email Banners, Nutrition Guides, Post Cards, Business Cards, Flyers, Posters, Tent Backdrops, Stickers, Door Hangers, Yard Signs, Place Cards, Bingo Cards, etc.

Décor Global Inc.
Graphic Designer • AUG 2020–OCT 2020 • Contract

Designed: Presentations, Emails, Certificates, Logos, Packaging, Google Ads, Social Ads, Product Hangtags, Media Kits, Web Banners, and More.

Worth LTD.
Senior Marketing Graphic Designer (for both Worth New York & W By Worth) • AUG 2018–JULY 2020

Reported directly to the CMO.

Designed social ads and any other social images needed. Facebook: Ads, cover photos, posts (marketing requests and event posts). Instagram: Stories, posts, event invites. YouTube: Header Banners. LinkedIn: Header Banners.

Digital Design: Emails (Sale, retail outlets, weekly, ambassador, email marketing templates for stylists, event invites), Google Ads, Website Banners, Internal and External Invitations, Email Banners, Website Thumbnails, Directories for stylists, PowerPoint templates and presentations. Print Design: Post Cards, Invitations (internal and external), Gift Cards/Vouchers/Gift Certificates, In-store Signage, Self-Mailers, Posters, Trunk Show Signage, Window Decals, Lookbooks, etc. Designed all collateral needed.

Laid Out: Floor Sets, Hang Tags, Clothing Order, Emails, Custom Brochure Backs, Seasonal Look Lists (for shoots and stylists of outfits for each look), and Model decks for shoots. Resized and minor retouching (changing some colors, minor cleanup of images and lighting).

Shopify: Merchandised website, uploaded products, set up inventory manually, blog post/beginner CSS, and designed web mockups. Ran social media platforms for W by Worth, Worth New York, & Worth Collection Instagram, Facebook, Twitter (now X), Pinterest, YouTube.

Acted as an interim Marketing Manager. Helped the banks liquidate while company was in the process of closing between January 2020 to July 2020.

Lacoste

Graphic Designer • FEB 2018–MAR 2018 • Contract

Designed all consumer facing creative work: Emails, Landing Pages, Display Banners, Onsite Banners. Resized and optimized images files for website. Designed and sliced email and web templates in Adobe Photoshop and made them interactive using Dartagnan. Created vector illustrations using Adobe Illustrator.

Tommy Hilfiger

Graphic Designer • NOV 2017–JAN 2018 • Contract

Designed print collateral for in-store visual training. Photographed apparel to be used for training guides. Resized, recolored, silhouetted, and retouched images in Photoshop. Built visual guides for new store openings. Used Illustrator to create infographic elements. Used InDesign to create image contact sheets, store training guides, infographic brochures and visual concepts. Brainstormed and researched ways to create great visuals for company collateral.

Vineyard Vines

Graphic Designer (joined custom team in May 2017) • MAR 2015–OCT 2017 • Permalance

Custom Designer: Drew custom icons and used pre-existing logos to create custom designed products for clients. Custom items were created to be sold via the NFL, MLB, NBA, NHL, Collegiate bookstores, company stores and used at custom events.

Graphic Designer: Created lookbooks for Men's, Women's, and Kid's fashion. Designed both print and digital assets. Created direct mail, emails, gift cards, and advertisements. Illustrated seasonal stickers. Learned the importance of brand voice and how to follow guidelines. Designed and Illustrated coloring book pages, Snapchat filters, and Snapchat QR codes. Brainstormed campaigns. Created promotional material for events such as the Kentucky Derby and more.

Big Appled

Graphic Designer • SEPT 2014–JAN 2015

Designed Facebook fliers, cover photos, profile pictures, ads and more using Adobe Creative Suite. Designed and created newsletter templates, website popups, website wireframe layouts, infographics and additional images needed for the website. Redesigned company logo and infographic media kit.

Manhattan Media

Graphic Designer (promoted from Sales & Marketing Intern) • JULY 2014–OCT 2014

Created email invitations with Adobe Creative Suite. Designed advertisement material for Avenue Magazine. Edited document layouts, business cards, Media kits. Used Microsoft Excel to update databases and create spreadsheets to measure market shares.

Boston University PRLab

Account Executive for Boston University Police Department • SPRING 2014

Managed Boston University Police Department's social media accounts (Facebook, Twitter (now X) & Instagram). Designed and distributed promotional material while orchestrating events for the department. Strengthened department and student interaction.

Boston University AdLab

Art Director • FALL 2013–SPRING 2014

Designed labels for a cookie company's packaging while working closely with a copywriter and web designer. Developed a wireframe website layout for a financial company as well as a logo, brochure, and print ads. Worked closely in a team-oriented environment.

CHUCKiES NYC

Intern • JUNE 2013–AUG 2013

Designed promotional email templates. Created and uploaded content for the brand's Pinterest page. Wrote product descriptions for merchandise sold in store.

Bayard/ Sherman Advertising

Design Intern • SUMMER 2012 & SUMMER 2013

Drafted ideas and created both print and digital banner ads using Adobe Creative Suite. Designed promotional product logos, holiday cards, and ads. Resized and edited developed real estate ad layouts.

Likeable Media

Intern • SUMMER 2011 & SUMMER 2012

Managed multiple social media platforms for numerous companies. Researched relevant blogs, potential clients, and new business for the CEO. Took notes for the CEO during new business, client, and partnership calls. Created Facebook ads and monthly analytic reports for company social media pages.

EDUCATION

BOSTON UNIVERSITY 2014

College of Communication
Bachelor of Science in Communication

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