

IPEKCAV

IPEKCAV@GMAIL.COM

www.ipekcav.com

EDUCATION

Lesley University College of Art & Design (Formerly Art Institute of Boston) Boston, MA
BFA in Design, *cum laude*
May 2014

Central Saint Martin's School of Art and Design London, UK
Study Abroad: Design & Interaction
Spring 2013

AWARDS

- **3.426/4.0 GPA**
- **LUCAD Dean's Scholarship Recipient**

SKILLS

Advanced knowledge of:

- Adobe CC (Photoshop, Illustrator, InDesign, XD)
- Sketch
- HTML
- CSS
- Javascript
- Wordpress
- Squarespace

DESIGN EXPERIENCE

Freelance Web Designer & Marketing Strategist

2014-present

I have helped several small businesses and organizations with a variety of visual and web design needs. I have experience with building websites, creating logos, brand strategy and guidelines, art directing, packaging and label designs, iconography, email direct marketing programs, social marketing strategy, responsive design, and user testing and research.

Companies I have worked with include Cash. Financial Services, The Good Life!, Snakebite Design, Fibercast, Coffee Caboose, Jamie Cooper, Reynolds Cottage, Light Warrior Ethical Investing, Emily Brew Accounting, Gold Chalk Interior Styling, Self Care Co., La Cachette Boutique Accommodation, Mama Collective, Soul Craft, The Farmstead Tatura, Old Council Chambers, Village Dandenong, Project Balkanika, Australia Pecan Farms and others.

PlanetShoes.com & Earth Brands Footwear

2015-2017

Web Designer & Marketing Coordinator – This is an e-commerce company whose primary product is shoes. My daily responsibilities include coming up with, designing, and coding email campaigns. I am also in charge of updating the home page with graphics, maintaining our server with our internal and brand assets, managing third-party marketing services, designing our seasonal catalog, seasonally refreshing brand information, maintaining UX/UI industry standards, ensuring that the brand guidelines are implemented across all new communications, organizing the editorial calendar, and coming up with and executing new marketing initiatives to engage our customers.

Interrobang Letterpress Studio

2013-2014

Letterpress Intern – work with lead designer on setting metal type, proofing on a flat-bed press, making design decisions based on proofing process, and final production runs.

OTHER EXPERIENCE

The Coffee Factory

2018-2019

Cafe supervisor and coffee roaster for a local coffee roaster in New Hampshire, USA.

Vitti Cafe

2017-2018

Coffee barista and beverage attendant at a local cafe in Queensland, Australia.

MSPCA-Angell

2014

Volunteer at this local animal shelter and adoption agency walking and training dogs.

Lesley University College of Art & Design

2014

Professor for the Design Techniques course offered during the summer pre-college program.

American Apparel

2013

Key holder and manager-on-duty at a retail clothing store focused on ethical manners of production.

Lesley University College of Art & Design

2012-2013

Teacher's Assistant for a Pre-College Course at this institution of higher learning specializing in the creative arts.

G4 Communications

2010-2012

Provisioning specialist, project administrator, and customer care representative at this telephone and internet service provider.