

Deana Basmadjian

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experience

SENIOR GRAPHIC DESIGNER, Protekt Products, REMOTE (April 2024 - July 2026)

- Led creative development and execution of a full brand refresh. Including packaging redesigns that strengthened brand consistency and visual identity across all product lines
- Managed website refresh initiatives, collaborating with cross-functional teams to improve user experience, brand presentation and conversions
- Designed and developed weekly email marketing campaigns
- Led the strategy and launch of new product flavors by developing cohesive marketing assets across social, email, and e-commerce channels
- Directed creative concepts for lifestyle and product photography, including a campaign featuring athlete ambassador, Jake Fearnley
- Designed all marketing collateral, including sales materials, presentation decks, promo graphics, tradeshow graphics and direct mail assets
- Created and optimized branded content for Amazon product listings, including A+ Content, product imagery, and marketing assets to enhance the customer shopping experience

SENIOR GRAPHIC DESIGNER, Beard Club, NYC (Aug. 2023 - March 2024)

GRAPHIC DESIGNER (Sept. 2022 - Aug. 2023)

- Lead designer for email blasts and SMS text campaigns, driving customer engagement and increasing conversion rates by 45% over 6 months active
- Lead designer creating 80+ paid social ads (stills + gifs) weekly
- Re-designed Amazon top content, A+ content, Brand Store and Ads, resulting in an increase in sales and brand visibility
- Collaborated with the Director of E-commerce to design and optimize landing pages, resulting in increased conversion rates and improved user experience
- Created engaging marketing materials, packaging labels, and brand merchandise increasing brand awareness and customer engagement
- Provided art direction for monthly photoshoots, ensuring visual consistency and brand alignment across all marketing materials

MARKETING DESIGNER, Horizon Group USA, NJ (Jan. 2021 - Sept. 2022)

JUNIOR DESIGNER (May 2018 - Jan. 2021)

- Created tailored graphics to be used across websites, social media, email marketing, print and digital ads
- Concepted and created engaging content across e-commerce platforms for Amazon and Club accounts, including enhanced content and advertising

DESIGNER, CHARM IT! by High IntenCity, NJ (July 2016 - May 2018)

- Designed email marketing materials and sales materials
- Designed and maintained monthly updates to the company website
- Photographed all products for print and digital content

DESIGN DIRECTOR, Bergen County Magazine, NJ (Feb. 2014 - Sep. 2016)

- Designed layouts and grids for the four lines of their magazine

programs

Illustrator
Photoshop
InDesign
Figma
XD
After Effects
Lightroom
Asana
Slack
Powerpoint
Zoom

SKILLS

Art Direction
Digital Design
Paid Social Advertising
Print Design
Product Photography
Photo Editing
Social Media
Email Marketing
Packaging Design
Visual Communication
Time Management
Organization
Leadership
Branding
Typography
B2B Marketing
B2C Marketing

education

St. Thomas Aquinas College
B.S. Graphic Design
2010-2014