



ARI MARKSTEIN

Designer

Disciplined designer skilled in elevating brand identities and leading projects from concept to execution. Specializes in creating immersive experiences that balance minimalism, functionality, and aesthetics. Proven ability to collaborate effectively with clients, brand managers, and cross-functional teams, ensuring seamless delivery and client satisfaction.

CONTACT

arimarksteindesign@gmail.com

www.arimarkstein.com

484-319-7158

EDUCATION

Graphic Design, BFA

University of the Arts

Philadelphia, PA

2016 - 2020

GPA 3.9 (Dean's List)

Merit Award Scholarship

Citation Award for Capstone

SOFTWARE

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe XD

Adobe After Effects

Figma

SKILLS

Advertising Design

Brand Identity

Web and Mobile Design

Project Management

UX/UI Design

Social Media Content

Typography

Basic HTML and CSS knowledge

DESIGN EXPERIENCE

Freelance Design

January 2024 – Present

- Designed four custom menus for Lark, a concept by James Beard Award Finalist and Top Chef Winner Chef Nicholas Elmi, including the main menu, drinks, wine by the bottle, desserts, and happy hour, from concept to final design, ensuring a cohesive and visually appealing experience.
- Designed and reworked pickle jar labels for Blue Ridge Pickling, preparing them for print and retail sale, while creating marketing materials and signage that align with the company's established brand identity.
- Crafted and established a distinctive brand identity for The Daisy Corner, ensuring cohesive representation across all platforms.
- Applied UX/UI expertise to shape LyfeSchedule, a productivity app, closely collaborating with a developer to translate their vision into intuitive and functional user interfaces.

Peter Breslow Public Relations

Graphic Designer: September 2020 – January 2024

- Client List: Chris' Jazz Cafe, Emmett, Ogawa Sushi & Kappo, Ember & Ash, Myrtle Jean Lofts, Carla's Pizzeria and more.
- Initiated and led internal brand redesign, including logo and website development, elevating brand perception and online presence.
- Collaborated closely with clients to understand their vision and requirements, resulting in the successful execution of diverse design projects such as logos, menus, and social media ads.
- Directed concurrent projects to ensure timely delivery and high-quality outcomes, maintaining client satisfaction and achieving project objectives consistently.