

# bradley afroilan

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## Education

University of California, Berkeley, 2016

B.A. Sociology (Honors 3.73)

## Design Experience

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### Digital Designer

**Uniqlo via Syndicate Bleu** | NEW YORK, NY | FEB 2022 - PRESENT

Creates content for organic social media and paid media

Achieved highest liked post at 55,940 likes of all global Uniqlo Instagram accounts

Art directs and creates Instagram Reels

Designs emails that generate 2x the amount of the weekly average

Collaborates with copywriters, marketing, e-commerce, and social media manager

Trains new designers and gets them up to speed with design guidelines

### Junior Graphic Designer

**Revlon via 24Seven LLC** | NEW YORK, NY | OCT 2019 - FEB 2022

Create decks and toolkits for the brand's new product developments.

Translate Art Director's guidance into different mediums such as Print and Digital

Design social media cover photos and assets for the Revlon's Amazon Brand store

### Art Direction Intern

**EP+Co** | NEW YORK, NY | FEB 2019 - OCT 2019

Created presentation proposals alongside Art Directors and Creative Directors to pitch proposals for clients like Puma, Men's Wearhouse, and Morgan Stanley.

Produced pitch book materials such as OOH, in situ, and 3D mockups for concept pitches.

Executed Art Director's vision for Puma X MTV RS-X Tracks Activation.

Researched vendors and influencers for Account Management team.

### Freelance Graphic Designer

**HAROLD HUNTER FOUNDATION** | NEW YORK, NY | AUG 2018 - PRESENT

Produced, photographed, and edited images of HHF events for Instagram.

Designed blog posts and HTML newsletters to promote skateboarding news + events.

## Design Skills

Graphic Design (digital + print)

Editorial Design

Photography

Video Editing

Vendor Research

Product Packaging

## Professional Skills

Art Direction

Photo Production

Retouching & Editing

Skateboard Filming

E-mail Marketing

## Software

Adobe Illustrator

Adobe Photoshop

Adobe Premiere

Adobe InDesign

Adobe Lightroom

Adobe AfterEffects

Google Slides

Microsoft Powerpoint