

IMAN

IMAN J. MORA

e. imanjmora@gmail.com

c. 254.394.9789

p. imanmdesign.com

Visual Storyteller skilled in high-level brand development encompassing clean, elevated, robust design for campaign and marketing materials. Experience includes managing creative projects, brand management, digital, and print design.



SKILLS

DESIGN EXPERIENCE

- Illustration & Design
- Graphic Arts Technology
- Digital Media
- Marketing & Advertising
- Logo Design & Branding Identity
- Color Theory
- Typography

PROFICIENCIES

- Adobe Creative Suite
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe Lightroom
- Google Slides
- Canva
- Asana

PROFESSIONAL SKILLS

- Microsoft Excel
- Microsoft Word
- Microsoft PowerPoint
- Google Slides
- Adobe PDF

EDUCATION

Texas State University

BFA | Bachelor of Fine Arts
Communication Design

EXPERIENCE

CREATIVE PROJECT MANAGER | AFFINITY MEDIA CONSULTING

Remote, Part-Time

2022 - Current

- Create and implement project plans.
- Manage concurrent projects, including creative briefs, project startup, execution, completion, and wrap-up.
- Prepare communication plans and project reports.
- Assign graphic design, creative and writing tasks, and manage dependencies, risks, critical paths, and mitigation.
- Own the creative project workflow through delivery, ensuring that requirements, timelines and scope are adhered to.

PRESENTATION SUCCESS SPECIALIST | PREZENTUM

Remote

2022 - 2023

- Take complex, technical subject matter and make it clear and engaging.
- Translate data into engaging and approachable outcomes.
- Manage a content editorial process and determine the content, timing, audience and quality of content.
- Facilitate internal communication and client requests for deadline-driven delivery.
- Meet time-constrained deadlines without sacrificing the quality of work.
- Obtain understanding of clients' business models and to learn client nuances and preferences.

FREELANCE GRAPHIC DESIGNER | BLUE-MAR CREATIVE

Remote

2021 - 2022

- Originate custom graphics, layouts, branding packages and assets per client consultation.
- Develop exclusive design scope pitch and strategy for project deliverables utilizing proposed marketing budgets and branding objectives.
- Collaborate alongside project managers, creative teams and individuals at all levels ensuring project completion and timely turnaround.

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EXPERIENCE CONT.

GRAPHIC DESIGNER | STREAM REALTY PARTNERS

Houston, TX

2019 - 2021

- Constructed innovative strategies and property design assets for marketing brochures, branded collateral, stationery and on-site marketing installations.
- Cultivated vendor relations and communication for advertised design installation production, commercial prospects and events in collaboration with brokerage and marketing teams.
- Translated analyst sub-market data for quarterly market reports and visual presentation deliverables.

GRAPHIC DESIGN INTERN | WATERLOO MEDIA

Austin, TX

2018 - 2019

- Designed advertising collateral for web, digital, marketing and sales departments in accordance with buyer guidelines and diverse radio cluster imaging.
- Constructed branded cluster sizing guides, advertisement mockups and on-site display layouts alongside senior design leads for local event, concert and festival-sized installations.

PRODUCT CONSULTANT | SEPHORA

San Marcos, TX

2016 - 2019

- Generated sales leads and customer rapport by building sustainable relationships and trust through extensive knowledge and research coupled with open and interactive communication.
 - Related internal learnings, trends and cosmetic knowledge while performing makeup services and demonstrations to educate consumers on product capability.
 - Implemented creative direction and national guideline instruction for graphic shopping display assembly.
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