



Izabela Carstens

SOUTH FLORIDA BASED

Senior Graphic Designer

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HIGHLIGHTS

- 20 Years as Remote Creative Professional with Superb Efficiency and Organization
- **15+ Years Nonprofit Experience**
- **Multimedia Designer Digital, Print, Web & Video**
- Branding Collateral Specialist
- Presentation Expert
- Team Leader & Former Agency Head

SOFTWARE/ TECHNICAL

- Adobe Creative Suite InDesign, Photoshop, Illustrator, After Effects, Premiere Pro
- UI/UX Figma
- Presentations PowerPoint, Keynote, Google Slides
- CMS WordPress, Hubspot
- Project Tracking Asana, Monday, Trello
- HTML, CSS, and JavaScript
- Microsoft Office & Teams

SUMMARY

I'm a passionate, empathic and ultra-organized Graphic Designer with expertise in branding, storytelling and clear communication. I love bettering an organization's brand with a modern and clean aesthetic. I have creative-directed and designed over 5,000 projects in every medium.

I have a proven track record of successful and effective campaigns, strategies and solutions for a variety of organizations and brands

As a former agency head, I work very well in collaborative teams and can manage and lead, as needed.

EDUCATION

8/99- 4/02 CUM LAUDE

Marketing BBA International Business BBA

Florida International University Miami, FL

EXPERIENCE

senior graphic designer | creative director

ONE TWO TEN MARKETING

2022 - NOW

Boynton Beach, FL

Currently freelancing, branding, graphic design, digital marketing, website design & development, creative consulting and storytelling for long-term clients

creative & branding manager (CONTRACT)

TEMPLE BETH EL

2019 - 2022

Boca Raton, FL

(Long-term client and one of the largest Reform synagogues in US)

Revamped entire creative and branding strategy and led the redesign of 3 websites including front-end UI/UX, branding and graphics

Designed all new creative content, collateral and created complete set of internal templates for entire organization including Early Learning Center and Mausoleum

agency head | creative director | sr. graphic designer

PUSHKE STUDIO

2007 - 2019

Boynton Beach, FL

Launched and ran niche nonprofit design agency with small creative staff and managed creative strategy and design for 4000+ projects

Created integrated content across all marketing channels for 20 clients from digital, social media, paid media, print, video, website and mobile

Presented and marketed creative concepts and solutions to all clients and ensured all projects were within budget, scope, and promised timelines

production & events manager

GREATER MIAMI JEWISH FEDERATION

2007

Miami, FL

Oversaw successful planning and execution of all organizational events

Executed marketing and fundraising strategies within communications workflow

Comprehensive prepress/print production scheduler and chief vendor production liaison

marketing manager

BETTY DAIN CREATIONS, INC.

2005-2007

Miami, FL

Managed multi-tiered marketing programs for several hair salon brands

Designed and implemented new and upgraded trade collateral and POP displays

Restructured product development materials for increased tractability and organization

regional sales & marketing manager

PTI SPORTS, INC.

2002-2005

Miami, FL

Established marketing and sales presentation department

Developed all sales, marketing and POP materials - concept to execution