

ZOHAR AVGAR

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(917) 930-5134

EXPERIENCE

2005 - PRESENT GRAPHIC DESIGNER | FREELANCE

5 years experience in all stages of design from conceptualization through printing. Adept in designing brand identity, advertising materials, and collateral for variety of clients. Strong sense of concept development, branding, layout composition, typography, color theory and print production.

Clients: Prudential Douglas Elliman, Meetings Technology Expo, Moriah Herbs, Sportsonbars, SG Solar, Xpress-Train, MMA World Expo, FXDD, Pita Joe, Paragon Security, and others.

02/2008 - PRESENT MARKETING DIRECTOR | MEETINGS TECHNOLOGY EXPO & MMA WORLD EXPO

Develop and implement the expos' marketing strategies and content via social media networking and web 2.0, telemarketing, video, radio and print ads.

Design the Expos' collateral - Identity, ads, catalogs, stubs, postcards, etc.

Supervise administration employees during the expos.

06/2004 - 03/2010 TECHNOLOGY SERVICES MANAGER | EL-AL AIRLINES - NEWARK, NJ

Formulation and implementation of training programs for staff, consular officials, and new employees on advanced security technologies.

Oversee technology maintenance, safety inspections and equipment inventory.

08/1998 - 08/2001 FIRST SERGEANT | ISRAELI DEFENSE FORCES

DEPARTMENT OF PRE-PRINT, DESIGN AND PRINT PRODUCTION

Mastered various scanning, plotting and print production technologies.

Created 1st departmental training manuals and curriculum.

Instructed recruits on hardware and software operation.

High pressure, high stakes work environment.

EDUCATION

Spring 2009 BACHELOR OF FINE ARTS | GRAPHIC DESIGN AND MULTIMEDIA

THE CITY COLLEGE OF NEW YORK, CUNY

3.8 GPA, Dean's list, Summa Cum Laude, Phi Beta Kappa.

AWARDS

2008 THE ADVERTISING CLUB OF NY | Mediacion - Digital Action Award

2008 EI-AI AIRLINES, USA BASE | Employee of The Year

2007 THE RISEMAN SCHOLARSHIP | For Excellence in Fine Arts

2001 ISRAELI DEFENSE FORCES | Certificate of Excellence

EXHIBITIONS

2010 WHAT'S THE MATTER | Solo Exhibition | The J Klaynberg Gallery

2009 TRUTHFUL MYTH | Group Photography Show | The Gallery At The Reality House

2009 BFA THESIS EXHIBITION | Design and Multimedia Show | CCNY Compton Goethals Gallery

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Adobe Bridge

Apple Keynote

Apple Final Cut Pro

MS Word

MS Power Point

Web 2.0 Social Media