

Liav Dahari

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Boca Raton | Florida

EDUCATION

Florida Atlantic University

Bachelor of Arts – Computer Science

Boca Raton, FL

Expected Graduation Spring 2027

PROFESSIONAL EXPERIENCE

Independent Design & Developer

Visual Designer

New York, NY

July 2016 – Present

- Designed digital and print assets such as social media graphics, logos, paid ads, web banners, landing page visuals, and physical marketing materials for small businesses and independent clients.
- Worked directly with clients to understand goals, brand direction, and constraints, then translated those needs into clear, usable visual designs.
- Applied existing brand guidelines and, when needed, helped refine basic brand elements like color usage, typography, spacing, and layout consistency across platforms.
- Took projects from early concepts through final delivery, including rough sketches or mockups, design iterations, feedback rounds, and final exports.
- Used Adobe Photoshop, Illustrator, and InDesign for graphics, layouts, and print materials; used Figma for web layouts, basic responsive concepts, and client feedback.
- Focused on clean typography, hierarchy, spacing, and alignment to make designs readable, consistent, and visually balanced.
- Managed multiple projects simultaneously, meeting tight deadlines while maintaining high design quality and adapting quickly to changing creative direction.

New Metro Dispensary

Marketing Designer

Queens, NY

May 2023 – June 2024

- Created marketing visuals, including social media posts, promotional graphics, and product imagery across digital platforms and physical in retail displays.
- Supported promotional planning by reviewing sales and inventory data to help determine which products needed additional visibility or promotional focus.
- Worked closely with marketing and management to keep visual output consistent across social media, presentations, web graphics, and printed materials.
- Organized and maintained shared design files, assets, and exports using consistent naming and versioning to support team workflows.
- Balanced multiple assignments at once, communicating regularly with supervisors to confirm priorities and timelines.
- Assisted with fast turnaround campaigns, updating designs based on inventory changes, promotions, and performance feedback.
- Met with directors weekly to enhance industry knowledge and competencies, which I then applied to my work, enabling me to take on more challenging tasks.
- Recognized by managers for consistently going the extra mile to ensure accuracy and thoroughness.

SKILLS

Design Expertise & Technical Proficiencies

- Graphic & Digital Design – Adobe Illustrator, Photoshop, InDesign (basic), Adobe Creative Suite
- Web & Digital – HTML, CSS, JavaScript, WordPress, web banner, and landing-page design
- 3D & Visual Assets – Blender, Fusion360, 3D visualization for product and marketing use
- Design Foundations – Color theory, typography, grid systems, visual hierarchy, branding