

ARIEL KAMINAS

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PROFESSIONAL SUMMARY

Graphic designer and creative coordinator with 10+ years of experience producing marketing materials and supporting the workflows behind them. Experienced working with in-house teams and clients to keep projects organized from start to finish by gathering inputs, coordinating with vendors, maintaining file systems, and ensuring deliverables are prepared before final delivery. Proficient in Adobe Creative Suite, Figma, Canva, Jira, and WordPress.

AREAS OF EXPERTISE

- Digital & Print Asset Production
- Brand Guidelines & Visual Consistency
- Adobe Creative Suite (PS, AI, ID)
- Project Coordination & Workflow Support
- Jira & Project Management Tools
- Website Graphics & Digital Campaigns
- Template-Based Design & Layout
- File Organization & Asset Management
- Figma, Canva & WordPress
- Vendor & Stakeholder Communication
- Revision Management & Quality Control
- Generative AI Tools & Workflow Support

PROFESSIONAL EXPERIENCE

Graphic Designer & Creative Coordinator

Oct 2022 – Present

Bite of Design (Freelance)

- Managed multiple client projects at once from brief to delivery, keeping track of assets, timelines, and revisions while working inside each client's team.
- Built marketing materials across digital and print including flyers, social media graphics, email headers, and website graphics, all following the client's brand.
- Ran intake for each project, tracked down missing information, and got everything organized before work started so there were fewer back-and-forths later.
- Kept files organized for each client with consistent naming and folder structure so anything could be found quickly.
- Worked with outside copywriters and vendors, reviewed what they sent, and gave feedback to make sure the final product matched what the client needed.

Senior Graphic Designer

Jul 2013 – Oct 2022

Institute for Integrative Nutrition (IIN)

- Worked with project managers and teams across marketing, content, and programming to keep projects on schedule, following up on what was needed and tracking where things stood.
- Produced 200+ marketing assets over 9 years including landing pages, email headers, social graphics, banners, eBooks, and thumbnails, all built to the brand's standards.
- Formatted and resized digital and print assets for different platforms, adjusting layouts to fit each format correctly.
- Built and maintained a shared asset library with organized folders and version tracking. Used Jira to track project status and incoming requests.
- Worked with outside designers and vendors, reviewed their work, and gave clear feedback to keep things consistent with the brand.
- Reviewed assets before they went out and caught issues before they reached the client.

Presentation & Visual Designer

2014

Nielsen (Freelance)

- Built presentation materials and branded collateral for NielsenIQ's C360® national event, formatted to their brand and ready before the event deadline.
- Worked with internal teams to collect what was needed, made revisions, and delivered on time.

Graphic Designer

2014

Lousch Creations LLC

- Built print and digital marketing materials for clients in finance and nonprofits including flyers, brochures, and digital assets following each client's brand.
- Managed projects from brief to delivery, tracking revisions and keeping clients and the internal team on the same page.

Graphic Designer

2012 – 2014

NesGraphics

- Produced graphics and ads across digital and print to spec, assisting senior designers on client work.

EDUCATION

B.S. in Graphic Design

CUNY Queens College

CERTIFICATIONS & CONTINUING EDUCATION

- Foundations of UX Design Google, 2023
- Generative AI Tools & Workflow Support IBM / Vanderbilt University, 2024
- Introduction to Google SEO UC Davis, 2024