marketing designer 10+ years experience in branding and marketing. specialty: behavioral psychology.



October 2018 - current freelance marketing designer

Frauke Tiemann, LA **High Moon Studio, LA Richard Amador, Orange County** freelance

marketing strategy to match new customer profile, product launch and product positioning

marketing campaigns, supportive creative assets, proof editing

branding, from initial concept to production, full development cycle, brand guidelines

graphic design, design of marketing materials

November 2014 - October 2018 remote designer

David Malmberg, Melbourne **Gower Idrees, Portland** freelance

designed websites, prepared for preproduction, developed websites in WordPress

created logotypes, other brand assets social media strategy, design, grid design

presentation and promotional materials, proofreading, concept development

May 2013 - November 2014 designer

Hannah Williams, Melbourne freelance, beginner

modeling agency, assistant, helped with website

created typographic layouts, for advertising banners and promotional campaigns, local

created logotype design, business card, invitations, other print

education

ZIEIT, English Literature Georgie Institute of Technology, Supply Chain Online

technoical

Adobe Creative Cloud Project Management Applications Google Sheets, Notion Social Media Applications HTML/CSS Squarespace

special interest, fashion

BoF, History of Fashion, Buying and Merchandising, Image Styling courses, supported by certificates

WORK@ASYASHEREMET.COM

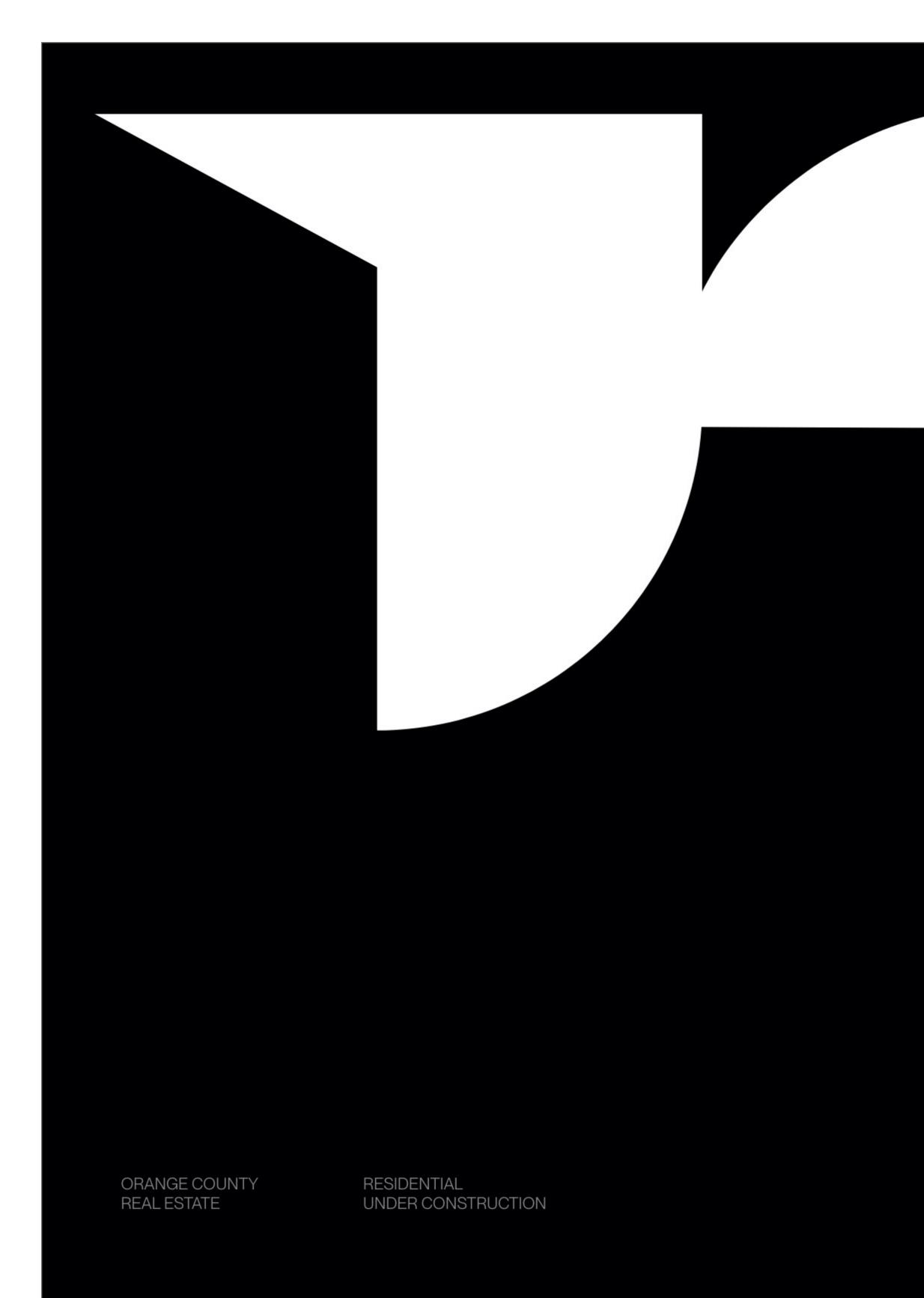
+3 8097 9539170

ASYA SHEREMET — MARKETING DESIGNER

A3 PROPERTIES, ORANGE COUNTY RECONSTRUCTION

created branding to reflect architectural direction. Modern.

logotype, brand guidelines, website design pre-developmet





(A3)

A3 PROPERTIES

+3 8097 9539170

PROJECT ILLUSTRATION WAS TO REFLECT AN INSPIRATION OF THE OCEAN WITHOUT FALLING INTO THE TRAP OF CAMPY BEACH OR NAUTICAL DÉCOR. WE IMPLEMENTED AN ACRYLIC SLAB INSPIRED BY THE OCEAN AS A FOCAL POINT, INCORPORATED STAINLESS STEEL, TRAVERTINE AND STAINED WHITE OAK IN OUR APPOINTMENTS. THE SELECTIONS INCLUDE: SILVER TRAVERTINE, AMERICAN STANDARD STEEL FAUCET BUILT BY A 3-D PRINTER, HART CONCRETE WHITE CONCRETE WAVE SINK, AND ALEX TURCO ACRYLIC PANEL.

OUR GOAL FOR THIS COASTAL



MODERN POWDER BATHROOM 50 SQ FT

RESIDENTIAL UNDER CONSTRUCTION

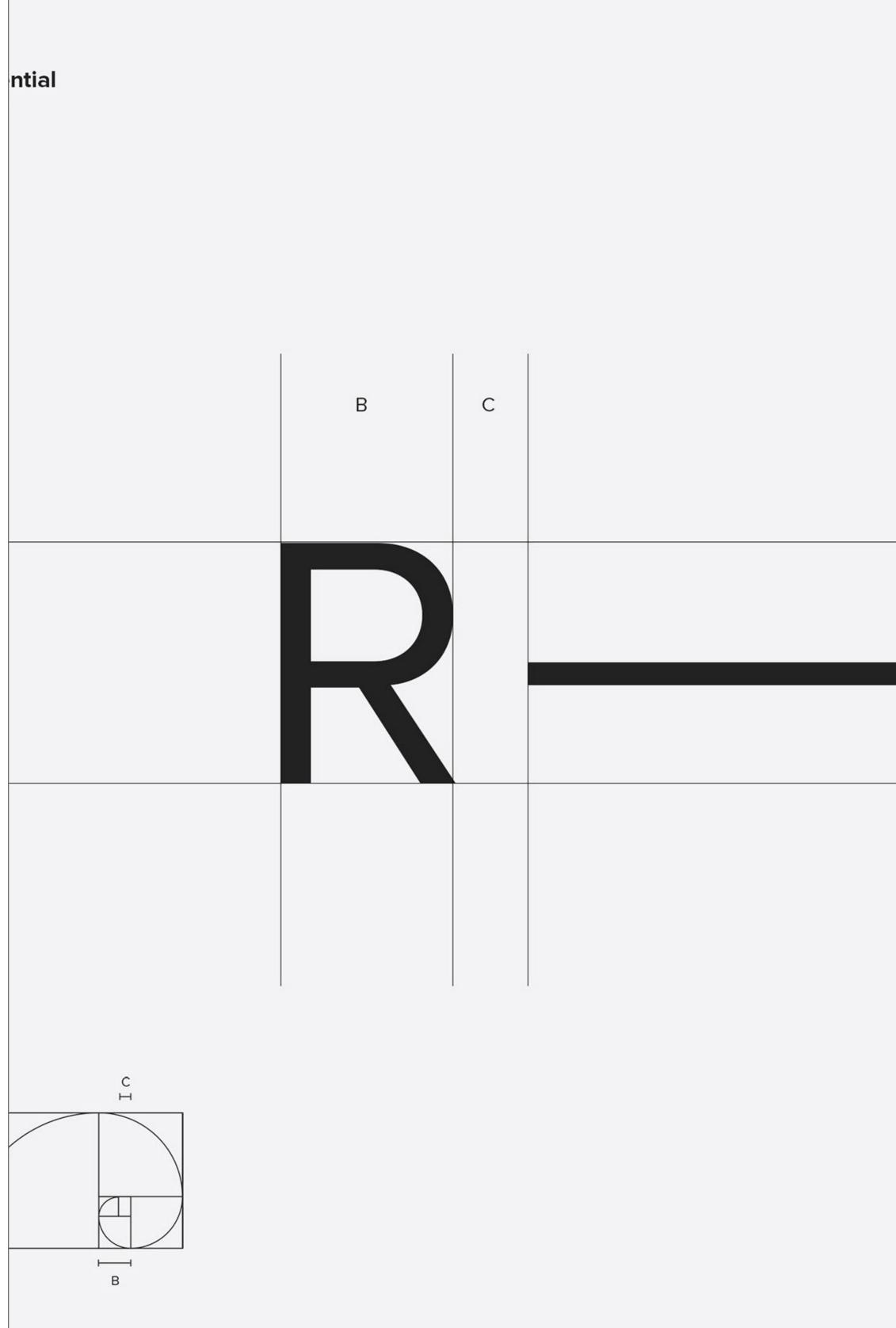
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PORTFOLIO CONSTRUCTION

RESIDENTIAL DIRECT, MELBOURNE ARCHITECT FIRM

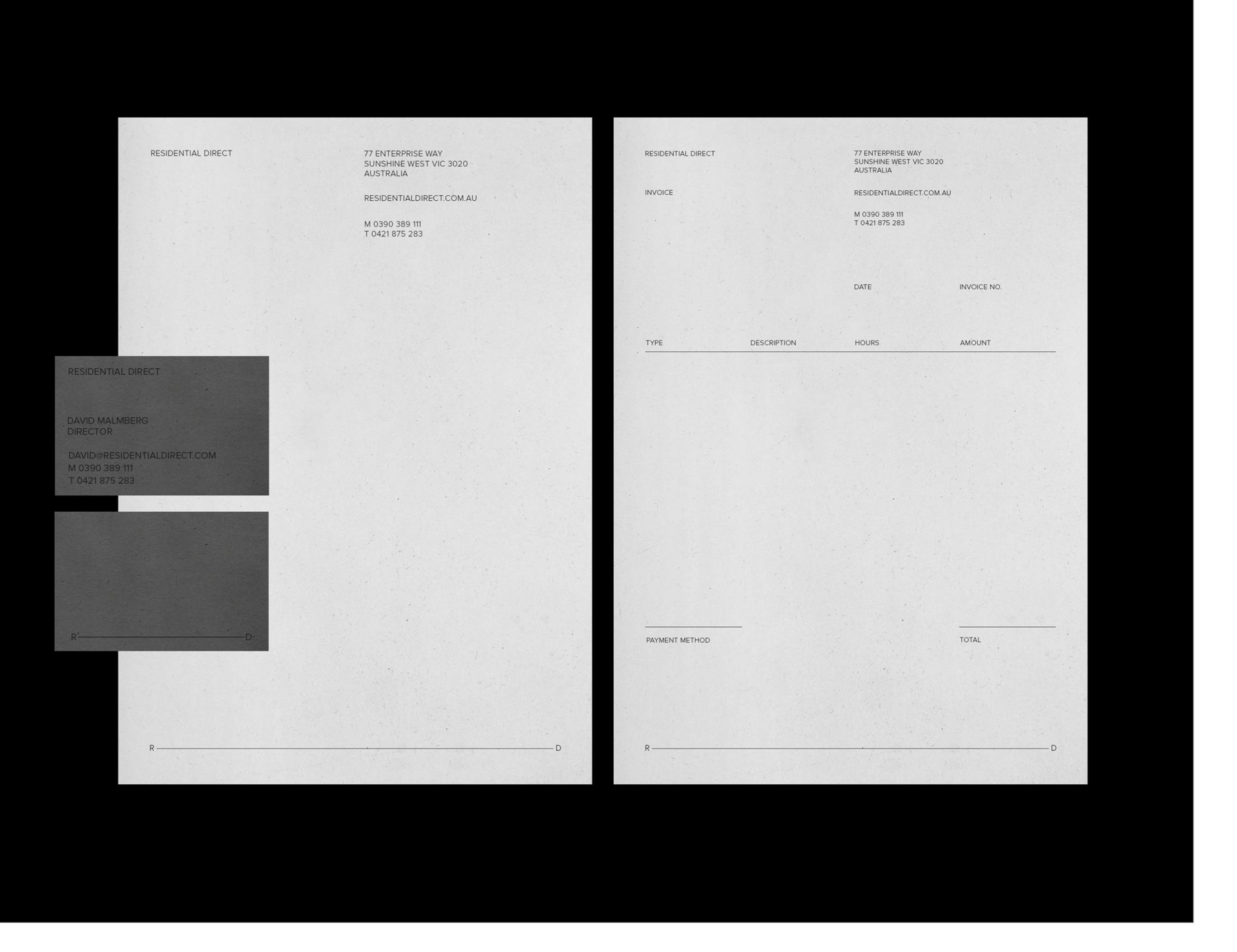
created branding to support minimal, modernist style of the firm.

logotype, print materials



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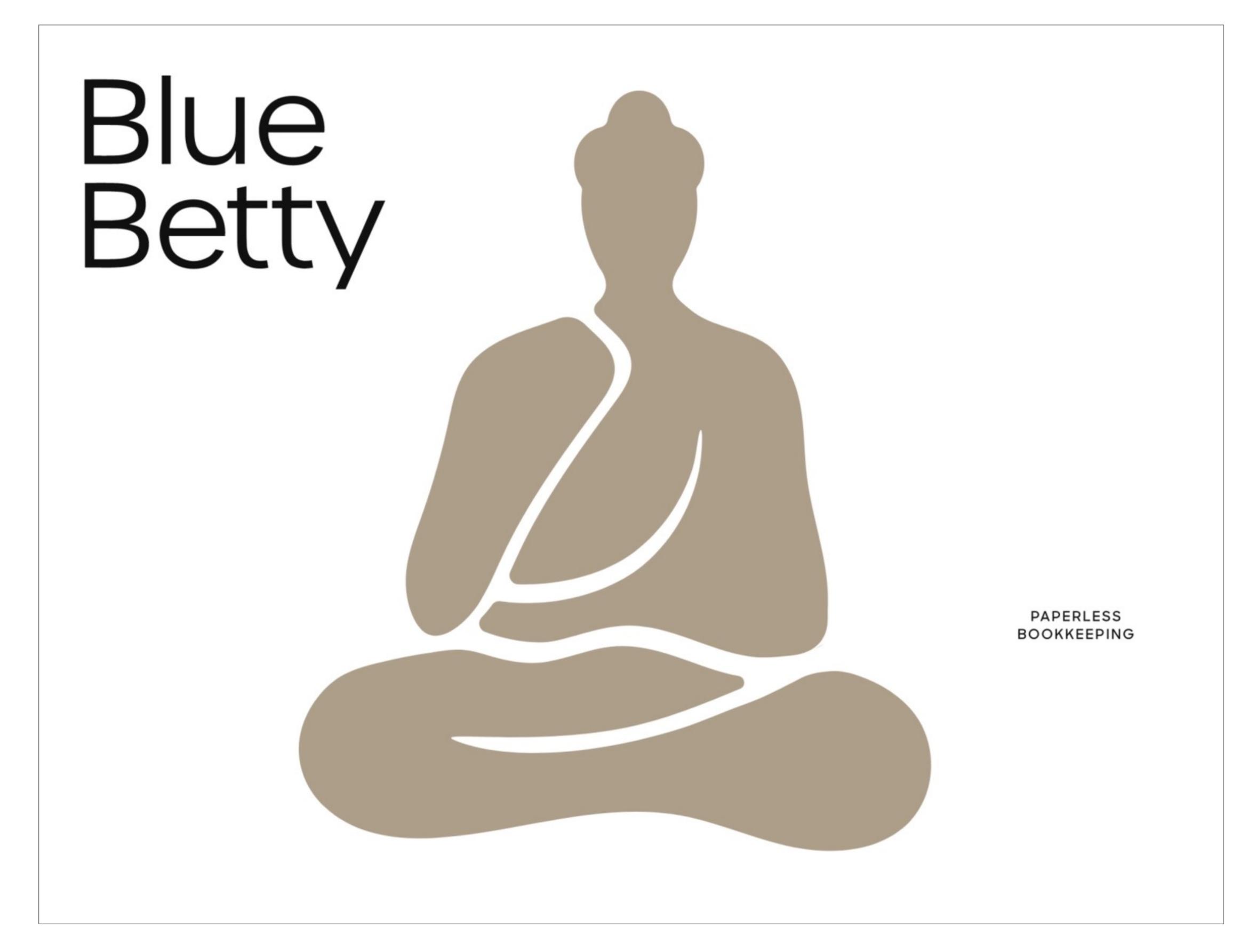
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BLUE BETTY, LONDON PAPERLESS BOOKKEEPING

designed logotype to reflect Henri Matisse cut-outs, client's request.

logotype, brand guidelines





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