ESRA COKER

Visual Designer

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esracoker.com

Hello! I am Esra, a senior designer who loves creating beautiful, thoughtful and engaging design solutions. I have a clean, sophisticated design aesthetic with a thorough understanding of typography, layout and color. Over the years, I have worked with brands, large and small, on a broad range of projects including Brand Identity, Print Design, Print Production, Marketing Collateral, Infographics, Illustrations, Digital Ads, Email Newsletters, and Web Design. My new passion is UI Design where I enjoy the challenge of creating an effective user interface that is both visually appealing and easy to use.

SKILLS

▶ DESIGN SKILLS
- Branding
- Print Design
- Print Production
- Illustration
- Digital Design
- Infographic Design
- Editorial Design
- Typography
- UI Design
- Web Design

▶ TECHNICAL SKILLS
- InDesign
- Illustrator
- Photoshop
- PowerPoint
- Figma
- WordPress

EDUCATION

DesignLAB
UI Design

School of Visual Arts
Continuing Education

New York University
Graphic Design
Certificate Program

Hacettepe University (Turkey)
BS in Statistics

HOBBIES

- Puzzles
- Cooking
- Traveling

EXPERIENCE

Present 2022

Freelance Designer
July 2022 – Present

Developing brands, and visual identity of each brand across multiple platforms. Crafting cohesive designs that effectively communicate brand messages while adhering to the established brand guidelines. Managing multiple projects simultaneously, ensuring timely delivery of high-quality designs that meet and exceed client expectations.

2022 2019

Visual Designer, ASME (The American Society Of Mechanical Engineers)
December 2019 – July 2022 | New York, NY

As part of the Design & Brand Experience team provided infographics, digital ads, email headers, social media ads, flyers and marketing collateral for various business units including Conferences, Industry Events, Media and Learning & Development. Created custom illustrations and icons to enhance visual storytelling and communication.

2019 2014

Senior Graphic Designer, Scholastic
December 2014 – March 2019 | New York, NY

Collaborated with art directors to create co-branded digital and print based educational materials for grades K–12 including brochures, student magazines, digital ads, microsites and email newsletters. Interacted with in-house web development team to apply best UI/UX practices.

2012 2010

Art Director, SCG Creative
March 2010 – September 2012 | New York, NY

Performed lead role in concept development, design and production of print, identity and web design projects. Supported Teachers College, Columbia University with their creative needs to attract new students; designed Brochures, Posters, The New York Times Newspaper Ads and Postcards to name a few. Collaborated with Creative Director to establish brand identity and entire visual representation of each brand across multiple platforms. Worked closely with web developers on Content Management System (CMS) integration and design specifics.

2010 2008

Graphic Designer, EventQuest
February 2008 – March 2010 | New York, NY

Worked directly with SVP of Strategic Marketing, designing creative material for proposals and high-profile marketing events including JC Penney, Conde Nast, AllSteel, Samsung, The New Yorker, Old Navy and FIFA, among others. Redesigned EventQuest marketing book to reflect company's luxury brand and creative vision.

2010 2008

Graphic Designer, Weichert Realtors
April 2008 – February 2010 | Jersey City, NJ

Designed visually appealing Open House brochures, flyers, direct marketing pieces in order to attract potential buyers.

2007 2006

Graphic Designer, Print Facility
June 2006 – September 2007 | Jersey City, NJ

Designed business cards, stationeries, signs, posters, and invitations as well as technical preparation for offset printing.