

ESRA COKER

Senior Graphic Designer

esracoker.com

esracoker@gmail.com

973 204 6658

www.esracoker.com

San Diego, CA

Hello! I am Esra, a senior graphic 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.

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
- Canva
- 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

EXPERIENCE

Present 2022

Freelance Designer
July 2022 – Present

Craft cohesive designs that communicate brand messages across print and digital platforms while maintaining brand consistency. Manage multiple projects simultaneously, ensuring the timely delivery of high-quality creative assets. Currently collaborating with World Bicycle Relief to communicate the impact of bicycle mobility programs in underserved communities through reports, fact sheets, infographics, and presentations.

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, marketing collateral, website assets and presentations to promote events, conferences, learning and development programs, student initiatives such as E-Fests, and ASME Foundation campaigns. Developed custom illustrations and icons to strengthen visual storytelling and contributed to ASME's visual asset library by developing logos and templates for organization-wide use.

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 K–12 including brochures, worksheets, 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. Collaborated with Creative Director to establish brand identity and entire visual representation of each brand across multiple platforms.

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, Samsung, The New Yorker, Old Navy and FIFA. Redesigned EventQuest marketing book to reflect company's luxury brand and creative vision.

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.