

# Yvad Coefield

📞 732-779-6018

✉️ [ycoefield@gmail.com](mailto:ycoefield@gmail.com)

🌐 <https://www.ycdesignx.com/>

## Skills

- HTML
- HTML5
- Adobe creative Suite
- Adobe After Effects
- Adobe XD
- Autodesk Maya
- Microsoft Word
- Microsoft Powerpoint
- motion graphics
- Digital Photography
- 3D Modeling
- Squarespace
- Wix
- Webflow
- Illustration
- Figma
- sketch
- Zoom
- early to work
- self motivation
- Project management
- public speaking
- organizing

## Education

### Rutgers University Camden, NJ

Bachelors of graphic design  
Graduation May 2020

## Experience

### Savvy Marketers / Contract Graphic Designer

Princeton, NJ

2021 - 2021

Multimedia marketing presentations for multiple fortune 500 companies to raise viewers engagement resulting in a 10% increase per person. This involved asset creation, reading data projections while plotting out omni-channels to aid in customer product consumption.

### Black mental health matters / Lead Graphic Designer

Texas, NJ

2020 - Present

Incharge of the overall branding guidelines, concepts, and visual of the organization raising engagement by 15%. Helped application and website layout for international non profit organization. Trained newer designers on the in and out of the organization while overseeing and proofing their work while also attending in an international meeting about the organization's overall deirctation.

### Rutgers VMPA / Graphic Design intern

Camden, NJ

2019 - 2020

Incharge of coming up with creative concepts for posters, logs, magazines, website, etc for the collages department of art while adhering to tight deadlines. Attend and facilitate meetings with the college art professors.

### Rowan College of South Jersey /Graphic Design Assistant

Vineland, NJ

2017 - 2018

Created lesson plans for over 30 students to advance their knowledge in the field of design. Taught basic and advanced design techniques of photoshop and illustrator to a variety of different college students. Did in person and virtual teaching while aiding students when needed.

### Freelance /Graphic Designer and Photographer

Vineland, NJ

May 2019-Present

Helping clients with market research and branding while making digital artwork, website and app designs for their products. Has worked with over 40 projects with clients.