



Tobi Afran

www.tobiafran.com

tobiafran@gmail.com

609-454-7436

WORK EXPERIENCE

Apogee Events

FRONT-END DEVELOPER, DESIGNER, DEC '16 - PRESENT

Sole designer and developer for eleven websites. Worked with team of marketers to create redesign websites that represented the feel of the company. Designed printed pieces, including Restaurant Menus, Advertisements, and corporate reports.

Shortcut Mobile App - *Haircuts On-Demand*

FREELANCE UI/UX, WEB DESIGN, FEBRUARY - JULY '16

Created wire-frames for website and in-app screens, collaborated with iOS developers to maximize the user's interaction with the brand. Extended the brand's identity system by creating unique in-app icons, collateral, graphics and animations for marketing campaigns.

Drexel University Recreational Athletics

GRAPHIC DESIGNER, MARKETING, AUGUST '15 - JUNE '16

Designed branding, posters, fliers and banners for university-wide fitness and wellness events, as well as promotional materials for Drexel's Club and Intramural sports teams.

Duane Morris, LLP

GRAPHIC DESIGN CO-OP, SEPTEMBER '14 - MARCH '15

Collaborated with a four person team to develop logos, banners, motion graphics, print and web collateral marketing the firm's services. Led design of publications for two of the firm's divisions.

Camp Ramah in the Poconos

DIVISION HEAD '16, COUNSELOR '12 - '15

Trained and managed a staff of 18 counselors and specialists; led all organizational aspects of educating and caring for 73 campers. Served as a liaison between staff and administration; worked with senior leadership to advise on camp-wide decisions.

REFERENCES AVAILABLE UPON REQUEST

EDUCATION

Drexel University, 2016

B.S. Graphic Design

Cumulative GPA 3.72

HONORS

Graphis New Talent Annual 2017

Merit Award - 'Almost Human' Publication

Typography Award of Excellence

Drexel University Dept. Of Graphic Design

Magna Cum Laude, Drexel University

Anthony J. Drexel Scholarship

SKILLS

Adobe Creative Cloud, Sketch

HTML, CSS, SCSS, Wordpress

PHP, Javascript, Actionscript

Advanced Typography

Publication/Layout Design

Responsive Web Design

Brand Identity Design

Wayfinding & Exhibit Design

Motion Graphics

Photography, Illustration

Basic Spanish, Hebrew