

Baila Landa

GRAPHIC DESIGNER

EDUCATION

BFA: Graphic Design, May 2023
Kean University, Michael Graves College,
Robert Busch School of Design
Dean's List: Spring 2022–Present

DESIGN SKILLS

Brand identity, video production,
motion graphics, typography,
advertising campaigns, UX/UI,
social media design, copywriting

TECHNOLOGY

Adobe CC: Illustrator, Photoshop,
InDesign, XD, After Effects, Premiere Pro;
Microsoft and Google Workspaces

INTERESTS

Animal welfare, books,
acting/theater, nature, art

CONTACT

732.503.1423
bailalanda.com
bailasgraphics@gmail.com

DESIGN EXPERIENCE

Graphic Designer, Freelance

July 2022–Present

Created a brand identity for a new startup business. Created assets such as a logo, icons, design system, and more. Currently working on the website design

Graphic Design Intern, Unique Designs Inc.

May 2022–August 2022

Created flyers, emailers, business cards, and posters for the jewelry company. Retouched model shoots, and created promotional material for brands such as Costco, Walmart, and Badgley Mischka

President of Design, Zoology Club at Yeshiva University

March 2021–January 2022

Created flyers and other graphics for the YU Zoology Club. Oversaw and hosted club events. Created social media posts raising animal awareness

Content Creation Intern, Neighborhood Rescue of America

June 2021–August 2021

Created various social media posts for the non-profit company. Edited interviews to make highlight reels, and helped raise awareness for children in unsafe neighborhoods

Student Assistant, Yeshiva University Art Department

February 2021–May 2021

Worked on a team to create a website for the annual senior showcase. Designed personalized pages for the artists, and helped put together the entire website

OTHER EXPERIENCE

Part-Time Art Teacher, the Jewish Educational Center

October 2022–December 2022

Ran the after school art clubs for elementary school students at the Jewish Educational Center. Taught various painting techniques to older students, as well as made slime with the younger students

Stern College Dramatics Society President, Yeshiva University

June 2021–December 2021

Organized and led events for the Dramatics Society. Produced and starred in the annual play. Delegated and oversaw tasks performed by the team