

HENRY SEDA

[willing to relocate]

DETAIL ORIENTED / DRIVEN / A SELF STARTER

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EXPERIENCE

May 2022 - Present

Cobalt Labs, Inc.

Graphic Designer

- Own the marketing design program by applying practical knowledge to promote the vision of the company with the goal of elevating the visual branding for all creative marketing deliverables across all channels
- Continually innovate a compelling brand strategy, brand architecture, voice, style and creative experiences that inspire, clarify and differentiate who Cobalt is to customers, partners, investors and employees
- Partner with internal teams to ensure consistency of branding, messaging and positioning across product portfolio, service offerings, and all internal and external communications

Jan - May 2022

American Civil Liberties Union

Designer – Creative Services (Nat'l office)

- Strategized and designed website and multimedia graphics and marketing collateral, social media promotional design, and assisted in online advertising design and print project support
- Coordinated creative processes as directed by Creative Director, and supported photo and video asset management system as needed

Sept - Dec 2021

Foreign Affairs, Council on Foreign Relations

Marketing Designer

- Worked with Marketing Coordinator to develop and execute display ad assets for various platforms, created various assets for Foreign Affairs social channels, templated paid ad placement methodology and other mockups for future use in promoting Foreign Affairs magazine
- Staged and deployed email campaigns via Sailthru to a variety of audiences, developed and reported on SEO

May - Aug 2021

Federal Reserve Bank of Philadelphia

Designer – Creative Solutions

- Worked with creative solutions team on various projects including brand refresh/rollout, file organization, cutting and packing high-res photography, and data asset management within the Federal systems
- Lead the development and assembly of the bank's new media kits for higher level executives, developed sub-brand identities for various departments in the bank for external use, designed all collateral needed for digital and in person events

Jan - Apr 2021

Interfolio, Inc.

Marketing Designer

- Worked with Creative Director and Marketing Team to design print and digital materials, including one-pagers, brochures, icons, social media graphics, etc.
- Assembled final presentation materials for printing and online publication as needed, while assisting with website updates via Wordpress and working with marketing team on B2B marketing strategy

Sept - Dec 2020

Metter Media, LLC

Freelance Graphic Designer

- Worked with Sr. Creative Strategist and Account Managers to design digital content for various company clients within the residential division to be posted across digital platforms
 - Developed social media templates for new accounts, edited client photos, designed social graphics, and designed content weekly for various clients' social channels
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EDUCATION

Pratt Institute

Brooklyn, New York

BA Communications Design

- Cumulative GPA: 3.8
- Pratt Institute Dean's List
- Pratt Presidential Scholarship Winner
- Support Creativity Scholarship Winner

SKILLS

- Excel in **Adobe Creative Suite, Microsoft Office, Figma, Canva, Ceros,** and **Google G Suite**
- Extensive experience with **branding, marketing design, SaaS and B2B marketing strategy, SEO, social media management, designing for print and event spaces, animation and video editing**
- Proficient with business communication/management platforms such as **Slack, Sailthru, Trello, Asana, JIRA, Miro, Confluence,** and **Sharepoint**