Nina Litoff

USER EXPERIENCE DESIGNER

🌐 Portfolio: www.ninalitoff.com

WORK EXPERIENCE

Marketing Coordinator and Graphic Designer

JEWISH RECONSTRUCTIONIST CONGREGATION
AUG 2016 - PRESENT

- Manage content and information architecture on organization's website
- Email marketing for internal communications to encourage community engagement and fundraising
- Create communications plans for more than 90 events each year
- Help define and maintain a modern and engaging brand identity
- Design graphics for printed materials and paid ads
- Social media marketing on Facebook, Instagram and Twitter

Digital Design Strategist

REBIRTH GARMENTS
2016

- Website design and management, content creation, and copy editing
- Assisted with strategic messaging, brand identity, social media, and web presence
- Managed, promoted, and successfully funded a Kickstarter Campaign, raising more than $28,000 in 30 days

Public Affairs Research Assistant

THE ART INSTITUTE OF CHICAGO
2013-2016

- Fulfilled press requests from high-profile publications
- Conducted visitor research surveys and interviews with members of the public
- Created online press rooms on the institution's Drupal website
- Represented the organization responding to public inquiries and and visitor comments in an institutional voice
- Coordinated film crews for museum promotional shoots
- Assisted with Social Media content creation and posting

AREAS OF EXPERTISE

- User Experience Design
- Information Architecture
- Content Strategy
- Branding and Identity
- Social Media Marketing
- Adobe Creative Cloud
- Basic skills in HTML and CSS
- Visual Design, Photography, Video Editing
- Customer Service

EDUCATION

Knox College, Galesburg IL

BACHELOR OF ARTS, CUM LAUDE, 2012

- Studio Art with a concentration in Photography
- Minors: Art History, Psychology
- Salzburg College Study Abroad Program January-May 2011
- Photography TA: led darkroom demonstrations, critiques, and served as substitute lecturer.

CONTACT

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