



# Tali Wechsler

Tali Wechsler  
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Raleigh, NC

*Experienced Senior Graphic Designer adept in print, digital, and motion design. Skilled at crafting captivating solutions that bridge traditional and digital media. Seeking a senior role to leverage my diverse skill set, bringing innovative ideas to life across various mediums.*



## EDUCATION

- Certification in Principles of Animation  
School of Motion
- Diploma in Digital Art & Animation  
Living Arts College / NC
- B.A. in Advertising and Marketing  
Metodista University of Sao Paulo
- Graphic Design Degree  
Escola Panamericana de Arte in Brazil

## LANGUAGES

- Fluent in English
- Fluent in Portuguese
- Knowledge of Spanish

## SKILLS

- Proficient in Adobe Creative Suite  
(Photoshop, Illustrator, InDesign, After Effects, Powerpoint)
- Strong understanding of design principles, typography, and color theory
- Motion graphics and animation
- Branding and visual identity design
- Concept development and visualization
- Project management and team collaboration
- Excellent communication and client consultation skills

## Senior Graphic Designer

Local Government Federal Credit Union - Civic division

05/2021 - Present

- In charge of producing brochures, trade show materials, engaging social media animations, direct mail campaigns, and dynamic videos, demonstrating a versatile skill set that encompasses motion design expertise.
- Produced dynamic motion graphics videos and animations using Adobe After Effects, ensuring alignment with industry best practices for maximum engagement.
- Translated complex concepts into compelling visual designs, utilizing detailed mockups and animated prototypes to effectively communicate new product features.

## Freelance Graphic Designer

04/2014 - Present

- Demonstrated expertise in Adobe Creative Suite, designing logos, flyers, packaging, posters, and promotional materials for a diverse range of clients.
- Created tailored PowerPoint presentations and templates that aligned with clients' unique brand identities and communication needs.
- Consulted with clients to understand design requirements, managing end-to-end project execution to deliver high-quality results.

## Art Director

Technolio Inc

01/2009 - 04/2014

- Led cross-functional teams in the development of interactive children's apps, overseeing digital art production from ideation to product launch.
- Established and managed the influential Brazilian blog "Infantapps," dedicated to reviewing and promoting children's apps in the market.

## 3D Modeler and Texturer

Icarus Studios

01/2003 - 04/2010

Responsible for modeling and texturing several 3D models that were used in games such as "Dexter" and "Fallen Earth."