

# yusef ramel!ze

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## INTRODUCTION

Design is my public voice, where I translate my ideas into meaningful visual encounters. Over my fourteen-year career I have learned that good design is more experienced than it is noticed. In light of that I have honed my skills in design and strategic communication by using my unique design aesthetic to solve complex creative and brand challenges.

## PROFESSIONAL EXPERIENCE

**Senior Associate, US Creative Experiences Team // Apr. 2018 – Oct. 2024**  
**PricewaterhouseCoopers LLP, New York City**  
🌐 [www.pwc.com](http://www.pwc.com)

Responsible for development and implementation of strategic programs and products that reflect the firm's strategic, brand and marketing objectives with an emphasis on global events and conferences.

Collaborate and execute design direction with a global highly skilled creative team that delivers an integrated and differentiated customer experiences through visual, digital and verbal concepts across all media.

Responsible for developing digital and other design-led collateral, producing and executing fully-branded and environment design direction.

**Production Artist Designer // Dec. 2012 – Apr. 2018**  
**International Council of Shopping Centers, New York City**  
🌐 [www.icsc.org](http://www.icsc.org)

Develop and execute innovative design direction for conference marketing campaigns with the Vice President of Marketing and Head of Production.

Layout print and digital materials for deal making meetings, educational and research events with an emphasis on conference products and signage.

Coordinate and preflight ads and content for some of ICSC top sponsors and members of the association including developers such as CBRE Group, JLL, Cushman & Wakefield, Colliers International and much more.

**Production & Creative Manager // Feb. 2010 – Oct. 2012**  
**Production Coordinator // Mar. 2007 – Feb. 2010**  
**Informa plc, New York City**  
🌐 [www.informa.com](http://www.informa.com)

Created all print, mobile and online design concepts for two of Informa's most lucrative monthly magazines; Biotechniques and Bioprocess.

Supervised design coordinators in the overall execution of art direction and concepts.

Collaborated with the executive team to complete the production process of all print, online and events materials including production schedules.

Managed the entire project workflow for monthly magazines including release of all imagery, pre-fighting printer ready files and ads, and managing quality control.

**Production Coordinator // Mar. 2005 – May 2007**  
**The Energy Intelligence Group, New York City**  
🌐 [www.energyintel.com](http://www.energyintel.com)

Coordinate production goals with the global editorial and marketing staff.

Managed design and production layout of daily, weekly, and monthly newsletters.

**Graphic Designer // Mar. 2004 – Mar. 2005**  
**Printech Business Systems, New York City**  
🌐 [www.printechny.com](http://www.printechny.com)

Coordinated outreach and maintained strong client relationships with Lehman Brothers, Ernst & Young and Health Insurance Plan of New York among others.

Managed and expedited design file set-up for print production, off-set and digital.

## EDUCATION

**Columbia University**  
Strategic Communications  
Executive Masters of Science (M.S.)  
Feb. 2018

**The City College of New York**  
Electronic Design & Multimedia  
Bachelor of Fine Arts (B.F.A.)  
Jun. 2003

## EXPERTISE AND SKILLS

Production & design management  
Design & brand experience  
Marketing design  
Creative strategy  
Photography  
Typography  
Video editing  
Web design  
Infographics  
Social media content creation  
Design software troubleshooting

## SOFTWARE AND SCRIPT

Adobe Creative Suite CC/6  
Microsoft Office Suite  
SketchUp  
Final Cut Pro  
PitStop Pro  
Java Script  
HTML5/CSS

## HONORS AND AWARDS

Recipient of Forbes Next 1000  
Honoree, 2021

Recipient of Platinum Hermes  
Design Award for ICSC Open Air  
Conference program booklet, 2015

Huffington Post Religion applauds  
the good work of Yusef Ramelize  
and his project, Homeless For One  
Week, 2012

Honored by Manhattan Borough  
President with a Proclamation  
as "Artist and Advocate against  
Homelessness", 2011

## PHILANTHROPY

**Founder and Project Director**  
**Feb. 2009 – 2019**  
**Homeless For One Week**  
🌐 [www.homelessforoneweek.com](http://www.homelessforoneweek.com)

Homeless For One Week is  
an annual initiative to raise  
awareness about homelessness  
and to aid local agencies in  
fundraising in New York City.