

yusef ramel!ze

🌐 www.YusefRamelize.com
✉ YusefRamelize@gmail.com
☎ 1.917.324.1882
🔗 www.linkedin.com/in/yuseframelize



INTRODUCTION

Design is my public voice—a medium through which I translate ideas into meaningful visual experiences. Over the past twenty years, I've learned that great design is more felt than seen. With this philosophy in mind, I have honed my expertise in design and strategic communication, using a distinct visual 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

Led strategic programs and creative initiatives aligning with brand, marketing, and business objectives, impacting 50+ global events and conferences annually.

Partnered with a global creative team to design high-impact customer experiences across visual, digital, and verbal mediums, reaching thousands of stakeholders.

Developed digital assets, branded collateral, and experiential designs, enhancing engagement for 10,000+ attendees across various initiatives.

Executed fully branded event and environmental design strategies, elevating PwC's market positioning at industry-leading conferences and corporate events.

Production Artist Designer // Dec. 2012 – Apr. 2018
International Council of Shopping Centers, New York City
🌐 www.icsc.org

Developed and executed design strategies for conference marketing, reaching 70,000+ members in more than 100 countries.

Designed print and digital materials for deal-making meetings, educational events, and research initiatives, with a focus on conference products and signage.

Managed ad coordination and preflight content for top sponsors and members, including CBRE Group, JLL, Cushman & Wakefield, and Colliers International.

Production & Creative Manager // Feb. 2010 – Oct. 2012
Production Coordinator // Mar. 2007 – Feb. 2010
Informa plc, New York City
🌐 www.informa.com

Led design and production for Biotechniques and Bioprocess, two of Informa's highest-grossing publications, reaching over 250,000 industry professionals globally.

Supervised design coordinators, ensuring cohesive art direction and execution.

Managed production schedules and oversaw print, digital, and event materials.

Directed workflow for monthly magazines, including imagery approvals, print-ready files, and quality control.

Production Coordinator // Mar. 2005 – May 2007
The Energy Intelligence Group, New York City
🌐 www.energyintel.com

Coordinated production goals with global editorial and marketing teams.

Managed design and layout for daily, weekly, and monthly newsletters.

Ensured timely production and delivery of high-quality print and digital publications.

Graphic Designer // Mar. 2004 – Mar. 2005
Printech Business Systems, New York City
🌐 www.printechny.com

Built and maintained client relationships with top firms like Lehman Brothers, Ernst & Young, and Health Insurance Plan of New York.

Managed design file setup for efficient offset and digital printing.

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

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