

# BRIAN COHEN

briancohen93@gmail.com | 914-462-2898 | bcdesignspace.com

**SKILLS** Photoshop, Illustrator, Adobe XD, Indesign, Lightroom, Premiere, Photography, HTML5, CSS3  
Word, PowerPoint, Outlook, Google Docs and Sheets, JIRA

**WORK EXPERIENCE** **Bcdesignspace.com**, New York, NY **11/2017 - Present**  
**Visual Designer**

- ▶ Designed and launched a new e-commerce platform for an industry leading distribution company reaching over 4,000 consumers
- ▶ Create style guides, develop wireframes, design comprehensive layouts, and host weekly meetings to present the design progress with clients and business partners
- ▶ Design wedding stationary including invitations, rsvp cards, event signage, and logos
- ▶ Experience in photography, social media content, package design and filmmaking

**Sony Music Entertainment**, New York, NY **05/2017 - Present**  
**Project Manager**

- ▶ Lead a team of developers to create a digital archiving system that now houses over 80 terabytes of pre-production graphic, audio, and video assets
- ▶ Take initiative to enhance user experience through UI projects by developing wireframes and writing user stories while facilitating projected goals to meet user requirements
- ▶ Trained music executives and their teams in eight different countries in person, over the phone, and through interactive meetings on how to use our digital asset management system
- ▶ Regularly consult with team leads in a global organization to discuss system enhancements, translate user ideas into project requirements, and manage projects throughout their life cycle

**Sony Music Entertainment - RCA Records**, New York, NY **09/2016 - 12/2016**  
**Digital Marketing Intern**

- ▶ Created promotional web content including social media graphics and videos for various artists and entertainers such as Justin Timberlake, Khaled, Pentatonix, Jimmy Fallon, and Seth Meyers on a platform with 500k followers
- ▶ Created a comprehensive digital marketing plan for a newly signed artist's tour including social media campaigns and various digital content

**LEADERSHIP EXPERIENCE** **American Marketing Association** at Baruch College **03/2015 - 06/2016**  
**Executive Board Vice President of Programs, Founding Member**

- ▶ Lead a committee in planning and hosting events to educate and offer opportunities for the Baruch College Student Body to network with business professionals

**VOLUNTEER** **Firefighter, Lieutenant** Engine and Hose Company 2 at the Katonah Fire Department  
**Chairman**, IT Website Committee at the Katonah Fire Department

**HONORS** Sigma Alpha Delta Honor Society Inductee  
Mishkin Scholarship Recipient 2014, 2015  
Invitation to register for the Baruch College Honors Program

**EDUCATION** **Baruch College of CUNY**, New York, NY  
Bachelor of Arts in Graphic Communication  
Minor in English  
GPA: 3.75/4.0