

Eitan Goldberg

CONTACT

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EDUCATION

Drexel University
BS, Graphic Design
GPA 3.75
SEPT. 2019 - MAY 2023

EXPERIENCE

Design Intern, Brandgenuity

APRIL 2022 - SEPT. 2022

- Designed pitch deck for National Football League Players Association
- Redesigned statistics sheet for \$20 billion household and personal care products brand
- Mocked up food packaging concepts for 3 major alcohol brands
- Presented 15 improvements to the agency website via interactive prototype

Graphic Designer, Freelance

SEPT. 2017 - PRESENT

- Developed four-piece print admissions package for Ramaz to market the school
- Built system of unique logos for New York City powerlifting studio, JDI Barbell
- Composed the visual story of soft-rock EP, Your Heart Is My Pinata
- Constructed logo for Philadelphia real estate company, Kiddma

Co-Founder, Designer Juicebox® (Clothing)

JULY 2020 - PRESENT

- Established brand identity with logo, typographic system, color palette, packaging, illustration style, slogan, and brand voice
- Illustrated original characters for screenprinting on apparel
- Planned marketing campaigns based on financial constraints and target audience research
- Designed website and recruited web developers to build e-commerce functionality and backend

Vice President, Drexel Art Organization

MAY 2020 - PRESENT

- Created identities for the organization and the Collab Fest lecture series
- Researched, recruited and led discussions with industry professionals, including 15x Grammy-nominated Mastering Engineer
- Strategized and created social media content to promote organization events
- Led screenprinting workshops with original t-shirt design

SKILLS

- HTML, CSS
- Motion Graphics
- Social Media Marketing
- Illustration
- Digital Photography
- Typography
- Painting
- Screenprinting
- Hebrew

TOOLS

- Adobe Suite
- Microsoft Suite
- Google Suite
- Figma
- Sketch
- Greensock Animation Platform
- Visual Studio Code
- Codekit
- CNC Laser Cutter
- Sketchup
- Ceros

AFFILIATIONS

Founder

WestPhil Marketplace
JANUARY 2022 - PRESENT

Member

American Institute of Graphic Art
FEBRUARY 2021 - PRESENT

Digital Media Manager

Drexel Undergraduate Student Government Association
JUNE 2021 - MAY 2022

Education Volunteer

Gabriel Project Mumbai (in India)
JANUARY 2019

HONORS

A.J. Drexel Scholarship

FALL 2020 - PRESENT

Dean's List

FALL 2019 - WINTER 2021,
FALL 2021