

# Dalia Tropper

## Senior Digital Designer

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### Portfolio Website

<https://daliatrapperdd.com/>

### LinkedIn

[linkedin.com/in/dalia-tropper-dd/](https://www.linkedin.com/in/dalia-tropper-dd/)

## Skills

### Core Capabilities

Branding Design  
Print & Digital Production  
Visual Systems & Brand Identity  
UX/UI  
Web & Interactive Design  
Scalable Design Systems  
Motion & Multimedia Design  
AI-Assisted Design Workflows  
Design Leadership & Mentorship  
Cross-Functional Collaboration

### Design Tools & Technologies

Adobe Creative Suite (Adobe CC)  
Photoshop • Illustrator • InDesign  
After Effects • Premiere Pro • Animate  
Adobe InCopy • Firefly • Adobe Express  
Adobe AEM • Adobe XD • Dreamweaver

Responsive Design • Web Accessibility  
SEO / SEM • A/B Testing • Figma / Hotjar  
Interactive Email Marketing • CMS Platforms  
Campaign Management • Google Workspace  
WordPress (Elementor), WIX • Video Editing  
HTML / CSS • Wireframing • A/B Testing  
TinkerCAD / SketchUP • 3D Modeling  
Web Accessibility / Analytics • MS Office  
Motion Graphics • Digital Publishing  
Responsive Design • UX/UI Design  
Frame.io • CapCut • dzine • claid.ai •  
Midjourney • Prototyping

### Social Media Platforms

Facebook (Meta), Instagram, YouTube, Google Ads,  
Snapchat, Pinterest

## Education

Bachelor of Fine Arts (BFA),

Graphic Design

Rutgers - Mason Gross School of Arts (MGSA)

## Summary

Senior Digital Designer with 13+ years of experience delivering scalable, high-impact visual systems across digital, motion, web, and print. Proven ability to lead through craft - executing hands-on design while guiding teams, mentoring stakeholders, and translating complex ideas into clear, accessible visual solutions. Experienced in enterprise, education, and startup environments, with strong expertise in Adobe Creative Cloud, motion design, web platforms, and AI-assisted design workflows.

## Work Experience

### Senior Graphic & Digital Designer

#### **YahalomCrts**

New Jersey, 04/20 - Present

*Spearheaded a comprehensive design studio delivering branding, digital assets, and marketing materials, achieving 100% client sign-off on all final deliverables.*

- **Brand Identity:** Facilitate full-suite design assets for startups; including branding, logos, websites, print/digital materials, social media, investor decks, and motion graphics; with **100%** approval on deliverables.
- **Client Collaboration:** Conceptualized and delivered full-suite branded design assets, including website and social media presence, for 3+ startups, resulting in a 90% client retention rate by the first-year end.
- **Vendor Consultation:** Cultivated strong vendor relationships to guarantee high-quality production of print materials, leading to a **98%** satisfaction from clients regarding brand presentation and marketing collateral.

### Senior Designer & Design Educator

#### **Solomon Schechter School**

New Jersey, 3/23 - Present

*Deliver scalable visual systems, motion content, and branded materials that improved communication and consistency with leadership and cross-functional teams.*

- **Communication Technology:** Led school-wide design initiatives by creating clear, accessible visual tutorials for new platforms and tools used across multiple age groups, improving adoption and usability by **80%+**.
- **Motion & Visual Storytelling:** Designed motion graphics, animations, and explainer videos to showcase student work and school initiatives, increasing engagement across internal and external channels.
- **Fabrication & Production:** Created branded materials and custom merchandise for school programs and events, overseeing production using **3D printers, laser cutters, and additional fabrication tools.**
- **Design Process Optimization:** Applied senior-level design thinking to translate complex processes into intuitive visual systems, ensuring consistency, clarity, and scalability across print, digital, and physical outputs.

### Senior Digital Designer

#### **Sotheby's International Realty**

New Jersey, 11/15 - 04/20

*Promoted from Graphic Designer to Senior Digital Designer in May 2018, leading scalable, luxury-branded campaigns for 300+ global offices.*

- **Scalable Brand Design Initiative:** Led a rebrand for the design team on new branding for 300+ office to implement across all locations.
- **Streamlined Workflows:** Drove adoption of implementing Adobe InCopy, directly reducing content creation time by **20%** and improving the overall efficiency of marketing material production.
- **Digital Web Assets:** Crafted and launched 80+ interactive marketing banners monthly for the SIR website using AEM, resulting in a **15%** increase in click-through rates on promoted luxury properties.
- **Social Media Assets:** Created both motion and static ads for platforms including Facebook (35% increase in CTA) and Instagram (24% CTR boost), targeted static campaigns on sites such as Architectural Digest, Dwell, and Bloomberg.
- **Print Design Assets:** Produced CMS with 80+ print and digital templates for brochures, banners, flyers, and more enabling offices access to marketing collateral; decreased requests and turnaround by 48 hours.
- **Acting Creative Director:** Creative Director for a 6-month period, overseeing operations, vendor management, and project flow to ensure consistency. Oversaw projects with 100% on-time, brand-consistent execution.

### Graphic Designer

#### **Arthur J. Gallagher & Co.**

New York, NY - 07/12 - 11/15

*Hired as primary Graphic Designer in NYC office of 200+, producing work under fast, high-pressure timelines.*

- **Proposal Development:** Spearheaded design and production of insurance Request For Proposals (RFPs) resulting in final-stage progression in **83%** of cases and securing next-stage presentations, + **clients by 55%**.
- **Proposal Asset Library:** Reduced proposal design bottlenecks by creating a centralized resource for over 100 design elements, cutting proposal turnaround time by **40%** and streamlining team workflows.\
- **On-Site Production:** Standardized print production processes for RFPs, flyers, and signage, resulting in a **15%** reduction in material waste and increased efficiency in fulfilling marketing collateral requests.