

# Alan Imberman

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## Profile

Professional Design Director, Manager, Art Director and Graphic Designer experienced and skilled in creative direction, brand development, team building, and traffic management. An effective team leader known for creative solutions within tight budgets and high pressure deadlines.

## Portfolio

[imbermangraphics.com](http://imbermangraphics.com)

## Software skills

Adobe Creative Cloud:  
InDesign, Photoshop, Illustrator,  
InCopy, Acrobat



Office 365

Word, PowerPoint, Excel,  
Trello, Click-Up,  
Workday, Salesforce, Canva

## Education



**BUFFALO STATE**  
The State University of New York

B.S. Graphic Design

## Recent Work History

**Dematic - Atlanta, Georgia | May 2021 - September 2022**

### Art Director / Visual Graphic Designer

- Implemented processes in the creation and design of all collateral for a global e-commerce and supply chain logistics corporation, who's major clients include Amazon, Walmart and Tesla
- Maintain and manage procedures so that all global regions work the same way, while maintaining brand standards and brand compliance
- Manage all in-house and external resources including, photographers, illustrators, video creators and freelancers
- Responsible for the creation and design of social media assets, brochures, white papers, info-sheets, trade show booths and company events

**JLL (Jones Lang LaSalle, Inc.) - Atlanta, Georgia | February 2002 - May 2020**

### Design Director / Manager | 2017 - 2020

- Managed a team of designers creating collateral to sell and invest in Hotels across North America
- Created processes that have been adopted across a national platform for team efficiency and consistency
- Turned the department into a revenue generating business model generating \$350,00-\$500,000 in fees, annually
- Built and maintained professional relationships with printers, photographers and freelancers
- Metro Atlanta Creative Connections Lead for JLL

### Vice President Graphic Design | 2010 - 2017

- Successfully designed and marketed offering memorandums in virtually all types of asset classifications including such brands as Marriott, Hilton, Hyatt, IHG, among others.
- Grew the department to four additional designers

### Creative Director | 2002 - 2010

- Created the in-house design department
- Responsible for designing offering memorandums, proposals, in-house collateral, advertising and trade shows

**Hodges Ward Elliott - Atlanta, Georgia | September 1997 - October 2001**

### Vice President Creative Services | 1999 - 2001

- Responsible for overall creative direction of all presentations, sales kits, and marketing materials across the United States, Mexico and the Caribbean
- Oversaw graphic designers, photographers, freelancers, press checks and day-to-day work flow and production

### Art Director | 1997-1999

- Concept, design and production of hotel sales material and collateral in a highly creative, award winning design department