

# Lazar Racusin

Springfield, New Jersey | 973-809-3024 | lazracusin11@gmail.com | Design Instagram: @lazardesigns\_official | lazardesigns.com

## EDUCATION

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### Rochester Institute of Technology

Rochester, NY

#### Advertising & Public Relations +1 MBA Program

Graduation: May 2029

- **Relevant Coursework:** Microeconomics, Public Relations, Principles of Advertising

### Union County Technical School: School of Design

Scotch Plains, NJ

#### Senior Year Dual-Enrollment with Kean University, Union, New Jersey

Graduated: June 2024

## Leadership

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Men's Varsity Tennis Team

2020-2024

Future Business Leader of America Club

2021-2024

- Top 10 Finalist in New Jersey for Graphic Design

## EXPERIENCE

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### OWNER | LAZARDESIGNS

02/2020 - Current

- Built a freelance, creative design business
- Designed album covers, posters, mock-ups, and logos for clients
- Designed covers for podcasts and musical artists
- Explored with different software and medium (Photoshop, Illustrator, Blender, and InDesign) based on the client's needs
- Collaborated with clients

### DESIGN INTERN | WINONA | BYWINONA.COM

07/2024 - Current

- Created static advertisements for various marketing campaigns, ensuring alignment with company objectives
- Applied effective CTA techniques and branding strategies to enhance social media engagement and traffic to targeted platforms
- Utilized Figma to design ad layout that showed consistency and efficiency in the creative process
- Organized design assets for easy access to reuse across multiple campaigns

### SOCIAL MEDIA MANAGER | KILLTWOBIRDS PROJECT

08/2023 - 03/2024

- Won Best Trailer Category in 27 film festivals around the world
  - Cannes World Film Festival
  - SoCal Film Awards
- Designed posters for the killtwobirds movie trailer
- Managed the social media account
  - Designed teaser images and videos releasing throughout multiple weeks

### CLERK | ALEN'S DELI

06/2022 - 05/2024

- Provided guest service by interacting with customers and efficiently completing sales
- Maintained cleanliness and organization
- Prepared specialty salads, side dishes and other food products

Springfield, NJ

## SKILLS, ACTIVITIES, AND INTERESTS

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**Technical Skills:** Adobe Photoshop Certified, Autodesk AutoCAD Certified, proficient in Adobe Create Suite

**Personal Skills:** Goal-oriented, critical thinker, organized, determined

**Interests:** Golf, tennis, graphic design, snow skiing