

Ani Kapreilian

Experience

Founder

2020 - present — Founded and currently operate Cheerioani, a successful jewelry business selling high-quality products online and at pop-ups and events in New York City. Responsible for all aspects of the business, including product development, inventory management, sales, marketing, social media, and photography.

Freelance Design

2023-2024 — Oversaw the production of Tetchy's latest EP 'All in My Head,' including designing three single covers, the EP artwork, and the 2024 tour poster. Styled and appeared in the MTV-aired music video for the song 'Married,' and created a shadowbox for the stop-motion animation in the music video for 'Psychosomatic,' their most significant release to date.

2023 — Designed and developed a unique and custom font for use on merchandise during Dead Tooth's spring tour with Bass Drum of Death.

2022 — Designed a poster to promote Maya Lucia's spring 2022 tour.

2022 — Designed a range of branding materials for a bat mitzvah celebration, including a logo, custom t-shirts, event invitations, and prayer cards.

Production Assistant

2021 - 2023 — Served as an assistant to Pablo Gonzalez on various photo and video projects, including "Sentinels" and "I Was A Lighthouse." Notably, "I Was A Lighthouse" was exhibited at The Museum of Natural History in Los Angeles.

2022 — Served as the Production Assistant and BTS photo/videographer on Rebecca McConnell's film, "We're Here Together".

Internships

Be Creative Studios

2021 — Completed a creative internship with a leading Florida advertising agency, where I worked alongside the owner, creative director, media team, and design team in all aspects of running a busy studio. This included attending client meetings and briefings, gaining valuable insights into the advertising industry and the day-to-day operations of a successful agency.

Trade Mark Interiors

2019 — Completed an interior design internship where I managed the company's social media presence, photography, and branding assets. Demonstrated strong skills in organization, attention to detail, and multitasking while fulfilling responsibilities as a personal assistant to the senior designer. Assisted in sourcing materials for client projects, picking up materials, and running errands as needed.

Exhibitions

I am Exhausted from Carrying My Thoughts, Am I Dreaming?

2023 — Thesis gallery displayed at Parsons BFA CD Showcase.

Unguarded

2017 — Photo gallery featured at The School of the Art Institute of Chicago.

Contact

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Education

BFA Communication Design

2018 — 2023

Parsons School of Design,

The New School, New York.

BFA Scholarship.

Deans List.

Summer Residency Program: Photo Projects

2017

School of the Art Institute

of Chicago, Chicago.

Skills

Adobe Creative Suite

Premiere Pro

Glyphs

HTML/CSS

Javascript

Photography

Film Editing

Book Binding

Type Design

Letterpress

Knitting

Crochet

Sewing

Soldering + Jewelry Design