

Aisha Patel

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SUMMARY

Creative and detail-oriented Art Director with over 7 years of experience in leading design teams and managing multiple projects. Proven track record of enhancing brand identity and driving innovative design solutions that increase engagement by over 30%.

EXPERIENCE

Senior Art Director

Jan 2022 - Present

Creative Solutions Agency, Los Angeles, CA

- Led a team of 10 designers, resulting in a 25% increase in project efficiency and on-time delivery.
- Developed a rebranding strategy that increased client engagement by 40% within the first three months.
- Implemented new design software that reduced production time by 20%.

Art Director

Jun 2018 - Dec 2021

Visionary Designs Co., San Francisco, CA

- Managed end-to-end design projects for clients in tech and retail industries, contributing to an annual revenue increase of \$500,000.
- Collaborated with cross-functional teams to create innovative marketing campaigns that boosted brand awareness by 35%.
- Pioneered a digital design initiative that improved user experience and increased site traffic by 50%.

Junior Art Director

Aug 2015 - May 2018

Design Innovators Inc., New York, NY

- Assisted in the creation of integrated marketing strategies that enhanced client visibility and engagement.
- Contributed to design projects that led to a 15% uplift in client satisfaction ratings.
- Participated in client pitches, effectively presenting design concepts to secure projects worth over \$300,000.

EDUCATION

Bachelor of Science in Graphic Design

May 2018

California State University, Los Angeles, Los Angeles, CA • GPA: 3.7

SKILLS

Technical Skills: Adobe Creative Suite, UX/UI Design, Brand Development, Project Management

Tools & Frameworks: Figma, Sketch, InVision