

# Amina Patel

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## SUMMARY

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Creative Brand Designer with over 5 years of experience in developing innovative brand identities and digital marketing strategies. Proven ability to enhance brand visibility and engage customers through compelling visual storytelling.

## EXPERIENCE

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### Senior Brand Designer

Jan 2022 - Present

*Creative Studio Inc., San Francisco, CA*

- Led a rebranding project that increased client engagement by 40% within 6 months.
- Designed marketing materials that contributed to a 30% increase in sales for a key product line.
- Utilized Adobe Creative Suite and Sketch to create user-centric designs that improved user satisfaction ratings by 25%.

### Brand Designer

Jun 2019 - Dec 2021

*Innovate Agency, Los Angeles, CA*

- Developed brand guidelines that streamlined the design process and reduced project turnaround time by 20%.
- Collaborated with cross-functional teams to launch 3 successful advertising campaigns, generating over \$200,000 in revenue.
- Created visual content for social media that boosted follower engagement by 50%.

### Junior Graphic Designer

Jan 2018 - May 2019

*Design Co., Miami, FL*

- Assisted in the design of promotional materials resulting in a 15% increase in event attendance.
- Participated in brainstorming sessions that led to a new brand strategy for a major client, enhancing their market presence.
- Supported the senior design team with creating digital assets using Figma and Adobe XD.

## EDUCATION

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### Bachelor of Science in Graphic Design

May 2018

*University of California, Berkeley, Berkeley, CA • GPA: 3.7*

## SKILLS

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**Technical Skills:** Brand Strategy, Visual Design, UX/UI Design, Typography

**Tools & Frameworks:** Adobe Creative Suite, Sketch, Figma, InVision