

# Amina Patel

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## SUMMARY

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Creative and detail-oriented Brand Designer with a strong foundation in visual design and branding principles. Skilled in collaborating with cross-functional teams to develop compelling brand identities and marketing materials that resonate with target audiences.

## EXPERIENCE

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### Junior Brand Designer

Jan 2022 - Present

*Creative Innovations Inc., Austin, TX*

- Redesigned the company logo and visual identity, resulting in a 30% increase in brand recognition as measured by client feedback surveys.
- Developed marketing materials for 5 major campaigns, contributing to a 20% increase in engagement across social media platforms.
- Utilized Adobe Creative Suite to create visual content, improving workflow efficiency by 15% by implementing a new file organization system.

### Graphic Design Intern

Jun 2021 - Dec 2021

*Visionary Media Group, Austin, TX*

- Assisted in the creation of print and digital assets for client projects, enhancing project delivery speed by 25%.
- Collaborated with senior designers to brainstorm and execute design concepts for branding initiatives.
- Conducted market research and competitive analysis to inform design strategies and client presentations.

### Freelance Graphic Designer

Jan 2020 - May 2021

*Self-Employed, Austin, TX*

- Managed multiple client projects, successfully delivering all designs on time and under budget by 10%.
- Created branding packages for small businesses, helping clients achieve a cohesive brand image that increased customer inquiries by 40%.
- Developed a personal portfolio website that showcased design work, attracting new clients and generating \$5,000 in freelance revenue.

## EDUCATION

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### Bachelor of Science in Graphic Design

May 2018

*University of Texas at Austin, Austin, TX • GPA: 3.7*

## SKILLS

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**Technical Skills:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma

**Tools & Frameworks:** Sketch, Canva, InVision