

Aisha Patel

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SUMMARY

Detail-oriented and creative content designer with a background in user-centered design and a passion for crafting engaging digital experiences. Skilled in collaborating with cross-functional teams to produce high-quality content that meets user needs and business goals.

EXPERIENCE

Content Designer Intern

Jun 2022 - Aug 2022

Creative Solutions Ltd., Seattle, WA

- Developed content for a new website launch, contributing to a 30% increase in user engagement within the first month.
- Collaborated with UX designers to create user personas, enhancing content relevance and improving user experience.
- Wrote and edited over 50 articles and blog posts, optimizing for SEO and increasing organic search traffic by 25%.

Freelance Content Creator

Jan 2021 - May 2022

Self-Employed, Remote

- Produced compelling content for multiple clients, leading to an average 15% boost in customer retention rates.
- Utilized analytics tools to assess content performance and iterated strategies, resulting in a 20% increase in social media engagement.
- Managed project timelines and delivered high-quality content ahead of schedule on 85% of assignments.

Marketing Assistant

Sep 2019 - May 2021

University of Washington, Seattle, WA

- Assisted in the redesign of the university's marketing materials, improving clarity and engagement.
- Conducted user testing on digital content, resulting in a 40% reduction in user complaints.
- Maintained social media platforms, growing follower count by 50% through targeted content strategies.

EDUCATION

Bachelor of Science in Digital Media

May 2021

University of Washington, Seattle, WA • GPA: 3.8

SKILLS

Technical Skills: Content Strategy, User Experience Design, SEO Optimization, Copywriting

Tools & Frameworks: Adobe Creative Suite, Figma, Google Analytics