

Aisha Patel

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SUMMARY

Creative and detail-oriented Visual Designer with a strong foundation in graphic design principles and user experience. Proficient in Adobe Creative Suite and Figma, with a demonstrated ability to enhance visual communication and brand identity for diverse projects.

EXPERIENCE

Junior Visual Designer

Jan 2022 - Present

Creative Solutions Agency, Seattle, WA

- Redesigned client website, resulting in a 30% increase in user engagement and a 20% decrease in bounce rate.
- Collaborated with cross-functional teams to develop marketing materials that boosted client acquisition by \$15,000 in three months.
- Utilized Adobe Illustrator and Photoshop for creating graphics and layouts for digital and print mediums.

Graphic Design Intern

Jun 2021 - Dec 2021

Innovative Designs LLC, Seattle, WA

- Assisted in developing brand identity concepts for five clients, contributing to an increase in brand awareness by 25%.
- Produced social media graphics that improved audience engagement by 35% across platforms.
- Learned responsive design principles and applied them in creating mobile-friendly layouts.

Freelance Graphic Designer

Jan 2020 - May 2021

Self-Employed, Seattle, WA

- Designed marketing collateral for local businesses, generating an estimated \$10,000 in revenue for clients.
- Conducted user research that informed design decisions, leading to a 15% improvement in client satisfaction.
- Developed an online portfolio showcasing design projects, resulting in a 40% increase in client inquiries.

EDUCATION

Bachelor of Science in Graphic Design

May 2021

University of Washington, Seattle, WA • GPA: 3.8

SKILLS

Technical Skills: Adobe Photoshop, Adobe Illustrator, Figma, HTML/CSS

Tools & Frameworks: Sketch, InVision, Canva