

Aisha Patel

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SUMMARY

Creative and detail-oriented Art Director with over 6 years of experience in leading design projects and delivering innovative solutions. Proven track record in enhancing brand visibility and driving successful marketing campaigns through visual storytelling.

EXPERIENCE

Art Director

Jan 2022 - Present

Creative Agency XYZ, San Francisco, CA

- Led a team in developing a rebranding campaign that increased client engagement by 40% within 6 months.
- Collaborated with cross-functional teams to launch a digital marketing initiative that boosted website traffic by 30%.
- Implemented new design processes that reduced project turnaround time by 25%.

Senior Graphic Designer

Jun 2018 - Dec 2021

Design Studio ABC, Los Angeles, CA

- Designed marketing materials for a product launch that generated \$500K in sales within the first quarter.
- Mentored junior designers, improving team efficiency and creativity, resulting in a 15% increase in project output.
- Utilized Adobe Creative Suite and Sketch to create compelling visual content for various platforms.

Graphic Designer

Aug 2016 - May 2018

Startup Innovations, Los Angeles, CA

- Developed branding guidelines that enhanced brand consistency across all digital channels.
- Participated in user experience design workshops, leading to design improvements that reduced customer drop-off rates by 20%.
- Created infographics and visual content that increased social media engagement by 50%.

EDUCATION

Bachelor of Science in Graphic Design

May 2018

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

SKILLS

Technical Skills: Adobe Photoshop, Adobe Illustrator, InDesign, Sketch

Tools & Frameworks: Figma, Adobe XD, Asana