

Aisha Patel

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SUMMARY

Creative and detail-oriented Mid Level Brand Designer with over 5 years of experience in developing innovative branding solutions. Proven track record in enhancing brand identity and driving engagement through strategic design and collaboration.

EXPERIENCE

Brand Designer

Jan 2022 - Present

Creative Solutions Agency, Austin, TX

- Redesigned the company's visual identity, resulting in a 30% increase in client engagement and a 20% boost in brand awareness within 6 months.
- Collaborated with cross-functional teams to create branding materials that contributed to winning a \$500,000 project.
- Utilized Adobe Creative Suite and Sketch to develop cohesive branding elements and marketing collateral, improving project turnaround time by 25%.

Junior Brand Designer

Jun 2019 - Dec 2021

Innovative Design Co., Houston, TX

- Assisted in the launch of a new product line, which achieved \$250,000 in sales within the first quarter.
- Created visual assets for social media campaigns that increased follower engagement by 40%.
- Conducted user research and analysis that informed design decisions, enhancing user experience across digital platforms.

Graphic Designer

May 2018 - May 2019

Local Branding Studio, Dallas, TX

- Designed promotional materials that led to a 15% increase in event attendance for local businesses.
- Collaborated with clients to refine their brand messaging and visual identity, resulting in a 95% client satisfaction rate.
- Managed multiple design projects simultaneously, ensuring all deadlines were met without compromising quality.

EDUCATION

Bachelor of Science in Graphic Design

May 2018

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

SKILLS

Technical Skills: Brand Strategy, Visual Design, User Experience (UX), Print Design

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