

Jasmine Patel

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SUMMARY

Creative and detail-oriented Visual Designer with over 5 years of experience in delivering engaging digital experiences. Proven track record in enhancing user engagement and driving brand identity through innovative design solutions.

EXPERIENCE

Mid Level Visual Designer

Jan 2022 - Present

Creative Solutions Inc., San Francisco, CA

- Led a redesign project that increased user engagement by 30% within 6 months.
- Collaborated with cross-functional teams to develop a mobile app interface, resulting in a 25% reduction in user onboarding time.
- Utilized Adobe Creative Suite and Figma to create high-fidelity mockups and prototypes.

Junior Visual Designer

Jun 2019 - Dec 2021

Design Dynamics, Los Angeles, CA

- Contributed to a branding initiative that increased client acquisition by 40% year over year.
- Developed graphics and layouts for marketing materials, improving overall campaign performance by 20%.
- Employed user-centered design principles to enhance website usability, resulting in a 15% increase in average session duration.

Graphic Design Intern

Jan 2018 - May 2019

Visionary Media, Los Angeles, CA

- Assisted in creating visual content for social media platforms, increasing followers by 10,000 in 6 months.
- Participated in brainstorming sessions leading to innovative design concepts and solutions.
- Utilized Sketch and Illustrator for design development, enhancing overall team productivity.

EDUCATION

Bachelor of Science in Graphic Design

May 2018

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

SKILLS

Technical Skills: Visual Design, User Experience (UX), Responsive Design, Typography

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