

Aaliyah Chen

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SUMMARY

Creative and detail-oriented Print Designer with over 5 years of experience in designing compelling print materials. Proven ability to create high-quality layouts and branding solutions that engage audiences and meet marketing objectives.

EXPERIENCE

Senior Print Designer

Jan 2022 - Present

Creative Solutions Agency, San Francisco, CA

- Led the redesign of marketing collateral, resulting in a 30% increase in client engagement.
- Managed budgets for print production, saving the company \$15,000 annually through strategic vendor negotiations.
- Developed and implemented a new workflow process that reduced design time by 20%.

Print Designer

Jun 2018 - Dec 2021

Design Innovations, New York, NY

- Created over 200 print designs for various clients, increasing client retention rates by 25%.
- Collaborated with marketing teams to produce promotional materials that boosted sales by 15%.
- Utilized Adobe Creative Suite to develop high-quality visuals that met brand guidelines.

Junior Print Designer

Aug 2016 - May 2018

Graphic Arts Studio, Los Angeles, CA

- Assisted in the production of print media for events, contributing to a 10% increase in event attendance.
- Maintained project timelines and communicated effectively with clients to ensure satisfaction.
- Performed quality checks on print materials, achieving a 98% accuracy rate.

EDUCATION

Bachelor of Science in Graphic Design

May 2018

California College of the Arts, Oakland, CA • GPA: 3.7

SKILLS

Technical Skills: Adobe InDesign, Adobe Illustrator, Photoshop, Print Production Techniques

Tools & Frameworks: QuarkXPress, Figma, Canva