

Aisha Patel

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SUMMARY

Creative and results-driven Senior Brand Designer with over 8 years of experience in developing compelling brand identities and integrated marketing campaigns. Proven ability to enhance brand recognition and drive user engagement through strategic design solutions.

EXPERIENCE

Senior Brand Designer

Jan 2022 - Present

Creative Solutions Inc., San Francisco, CA

- Redesigned brand identity that increased brand recognition by 40% within six months.
- Led a cross-functional team to launch a new marketing campaign that generated \$1.5M in revenue within the first quarter.
- Implemented a design system that reduced project turnaround time by 25%.

Brand Designer

Jun 2018 - Dec 2021

Innovate Agency, Los Angeles, CA

- Developed and executed visual branding strategies for clients resulting in an average of 30% growth in audience engagement.
- Collaborated with UX/UI teams to enhance user experience, improving customer satisfaction scores by 15%.
- Created marketing collateral that increased conversion rates by 20% during product launches.

Junior Designer

Jan 2015 - May 2018

Design Hub Co., New York, NY

- Assisted in developing branding for over 50 clients, contributing to a 10% increase in client retention.
- Produced graphics and layouts for digital and print media, ensuring brand consistency across all platforms.
- Conducted market research to inform design strategies, leading to a 15% increase in client satisfaction.

EDUCATION

Bachelor of Science in Graphic Design

May 2018

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

SKILLS

Technical Skills: Adobe Creative Suite, Sketch, Figma, HTML/CSS

Tools & Frameworks: InVision, Zeplin, Notion