

Aisha Patel

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SUMMARY

Detail-oriented typographer with over 5 years of experience in print and digital typography. Proven track record of enhancing brand aesthetics and readability, resulting in a 30% increase in customer engagement.

EXPERIENCE

Senior Typographer

Jan 2022 - Present

Creative Design Co., Denver, CO

- Redesigned typography for major branding project, increasing user engagement by 25%.
- Developed a comprehensive typography style guide that improved consistency across 50+ projects.
- Collaborated with design teams using Adobe Creative Suite and Sketch to produce high-quality layouts.

Junior Typographer

Jun 2018 - Dec 2021

Visual Arts Agency, Boulder, CO

- Assisted in the redesign of printed marketing materials, resulting in a 15% increase in client retention.
- Created custom typefaces for client projects, contributing to a unique brand identity for over 10 clients.
- Utilized HTML/CSS for web typography enhancements, leading to a 20% reduction in loading times.

Typographic Intern

Jan 2017 - May 2018

Design Studio Ltd., Denver, CO

- Contributed to typography research projects that improved font selection process by 40%.
- Performed quality checks and adjustments on typographic layouts ensuring 100% accuracy.
- Participated in client presentations, receiving positive feedback for clear and engaging typography.

EDUCATION

Bachelor of Science in Graphic Design

May 2018

University of Colorado Boulder, Boulder, CO • GPA: 3.7

SKILLS

Technical Skills: Typography Design, Font Creation, Layout Design, Brand Identity Development

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