

AFRIN AZAD

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Graphic Designer

Dynamic and visionary Graphic Designer, skilled in executing end-to-end projects, collaborating with cross-functional teams, and crafting engaging, consistent, and high-quality visual content across various platforms. With over 5 years of experience in diverse design realms, including 3D design, UI/UX, and Art Direction, my specialization lies in graphic design. My unique and holistic perspective is shaped by this diverse background, contributing to a distinct approach in crafting exceptional design solutions.

Professional Experience

Graphic Designer | Weyco

July 2021 - July 2023

- Designed marketing campaigns integrating web and email assets, resulting in a 20% increase in brand engagement and a 15% growth in customer reach.
- Developed and executed compelling visual strategies across a range of platforms, including in-store displays, billboards, product displays, signage, banners, posters, and brochures, to effectively promote products and elevate brand presence in diverse retail environments.
- Led the creation and management of seasonal catalogs, ensuring consistent brand messaging and high-quality design, enhancing brand consistency and customer recognition.
- Art directed, planned, and executed studio photoshoots for multiple campaigns, resulting in visually appealing content that resonated with audiences and increased engagement by 25%.
- Redesigned and updated the checkout and return flow to fit the overall brand, reducing card abandonment, increasing completed transactions, and improving customer satisfaction scores.
- Directed improvement of communication between US and Australia teams, via weekly meetings, file organization in addition to optimizing the PM system used by all the designers that resulted in greater efficiency and cross-collaboration with creative designers, web developers, and project managers.

Graphic Designer | Freelance

September 2017 - Present

- Designed and developed custom logos, brochures, and social media graphics utilizing Adobe Creative Suite, which significantly enhanced client brand recognition and led to a notable increase in social media followers.
- Crafted sophisticated and intuitive website designs that seamlessly integrated user-centric elements and aesthetically pleasing visuals, resulting in an optimized user experience that captivated visitors and effectively propelled an upward trajectory in client website traffic.
- Developed comprehensive brand identity packages, including logos, color schemes, and typography, helping clients establish a strong market presence and stand out from competitors. These meticulously crafted packages served as powerful tools to effectively communicate the essence of each brand, resonating deeply with their target audience and fostering lasting brand loyalty.
- Streamlined and implemented a structured design process involving consultations, research, conceptualization, and revisions, improving project efficiency, client satisfaction, and fostering a collaborative environment that significantly enhanced project delivery timelines and overall design quality.

Graphic Designer | Minga Fair Trade

November 2020 - May 2021

- Spearheaded the layout design for the annual product catalog using Adobe InDesign and Illustrator, enhancing visual appeal and consistency, resulting in an increase in customer engagement and 20% boost in sales.
- Conducted comprehensive product photography sessions, resulting in over 200 high quality images that boosted online product views by 25% and were featured across various marketing platforms.
- Directed and edited a series of product videos, integrating creative visuals and informative narration, resulting in an increase in social media engagement and an improvement in website conversion rates.
- Updated the website using Wordpress and designed engaging email campaigns, enhancing the user experience and brand consistency, resulting in a 30% increase in web traffic and 25% improvement in email open rates.

- Designed and developed product communication pamphlets for Miller Electric using Adobe InDesign and Illustrator, resulting in a 20% increase in customer inquiries and engagement.
- Designed high-quality 90th anniversary invitations for Standard Process using Adobe Indesign, effectively capturing the company's heritage and contributing to a memorable and successful celebration.
- Collaborated with senior designers in providing eye-catching and informative packaging prototypes for Master Lock's new product.

- Developed customized logos and brochures for multiple businesses using Adobe Creative Suite, enhancing brand recognition and client satisfaction, and leading to increased business engagement.
- Assisted businesses with SEO optimization, data analytics, and SRM strategies, resulting in improved search engine rankings, increased online visibility, and more effective customer relationship management.

Education

University of Wisconsin Milwaukee
Bachelor of Fine Arts in Graphic Design

Certifications & Training

Product Design Course | Dribbble | 2023

Volunteer Experience & Awards

International Research Scholarship | University of Wisconsin Milwaukee
Synergy Art Show | AIGA

Core Competencies

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|-------------------------|----------------------------------|------------------------|
| • Visual Communication | • Print Design | • UI/UX Design |
| • Branding and Identity | • Photo Editing | • Motion Graphics |
| • Digital Illustration | • Art Direction | • Prototyping |
| • Typography | • Communication | • Project Management |
| • Layout Design | • Cross Functional Collaboration | • Stakeholder Relation |

Technical Skills

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|------------------------|-----------------|-----------------------------------|
| • Adobe Creative Suite | • Photo editing | • Color Theory |
| • Digital Illustration | • UI Design | • Design Principles |
| • Typography | • Wireframing | • HTML/CSS |
| • Prototyping | • Prototyping | • Language Fluency: English,Tamil |