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(774) 329-5589

MA

Minhal Adamjee

Boston based Graphic Designer with a demonstrated history of working with print & digital content. Integrating my knowledge of marketing strategies to develop unique, creative designs suited to your target audience.

Professional Experience

Aug 2017-Present | Freelance Graphic Designer
• Used data analysis, research and storytelling to build a brand's visual identity, digital graphics and print collateral.

Pagano Media
Nov 2019-June 2021 | Creative Designer
• Collaborated with the web developer to create pages for sites such as Anna Maria College using Wordpress.
• Conceptualized and delivered a series of animated videos for Esler Companies using VideoScribe.
• Designed logos and web graphics for clients such as Sage Analysis.
• Managed maintenance of site's front-end functionality using the back-end of the CMS.

Spectrum Y&R
Jan 2018-April 2019 | Creative Marketing Designer
• Optimized inbound marketing efforts by generating rich content for webinars, blog posts and social media.
• Designed 38 Facebook and Instagram posts for clients such as Colgate to draw a wider audience.
• Sketched mockup advertisements and pitched them to the Creative Department.

The Potter's House Schooling System
May-Dec 2017 | Graphic Designer
• Led a team of 3 to develop and implement the graphics, content and layout of the school's yearbook, helping cut costs by $1,100 per year.
• Assisted in creating colorful backdrops and pin-boards to enhance the school's visual appeal.
• Designed promotional material and executed a social media campaign for school events, increasing audience base by 42%.

Education

Arena Multimedia
2017-2018 | Diploma
Graphic Design

Clark University
2013-2017 | Bachelor of Arts
Major: Media Communications
Minor: Business Management
Honors: Magna cum laude

Select Clients

Colgate PK
Esler Companies
Sage Analysis
Anna Maria College
The Lyceum School
Adcole Space
Chacharone Properties

Tools

Adobe Illustrator
Adobe Photoshop
Adobe XD
Adobe InDesign
Adobe Dreamweaver
Figma
HTML/CSS
Wix & Basic Wordpress
Video Scribe

Skills

Brand Identity
Print & Digital Design
Illustration
Wireframing
CMS Management
SEO