**[Freelance Graphic Designer](https://www.postjobfree.com/resume/ady3n9/freelance-graphic-designer-cincinnati-oh)**

**Location:**Cincinnati, OH

**Posted:**August 21, 2023

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**Resume:**

Design Philosophy

One afternoon, while standing overlooking the beautiful city of Cincinnati, Ohio, I realized that every single one of these buildings was designed by someone. It fills me with wonder and excitement to know that such creations can emerge from a single idea, and how entire worlds can be shaped by the mind. Although life may inevitably become chaotic at times, there’s always a designer out there who has created something beautiful, whether it’s a simple rose or a pair of raw denim jeans by Nudie. Good design should always bring beauty and order to the world, enriching our lives and nurturing our minds. Accomplishments

• Developed and executed a comprehensive rebranding strategy for Luxe Beauty, resulting in a 66% increase in brand recognition and a substantial boost in customer engagement.

• Awarded an ADDY for brand identity work from The American Advertising Federation in the advertising industry’s largest and most representative competition.

• Designed and launched a successful print advertising campaign for Duquense Athletics, establishing a strong department presence on the college’s campus and throughout Pittsburgh, PA. United States Postal Service Aug. ‘20 - Present

Carrier Technician Orange, New Jersey

• Employs exceptional attention to detail to accurately sort/case letters, magazines, large envelopes, newspapers and periodicals in sequential order in preparation for on-street delivery.

• Exhibits a strong sense of responsibility and reliability in successfully delivering all mail, including parcels/ packages, Registered and Certified mail, to residents on a designated city route, ensuring accurate and timely distribution while managing a high volume of mail items.

• Efficiently managed the handling of holds, forwards, and change-of-address requests to ensure accurate and timely mail delivery.

COAL&ICE Branding Jul. ‘18 - Present

Founder, Freelance Graphic Designer Newark, New Jersey

• Successfully delivers creative solutions that not only capture the essence of clients’ brands but also resonate with their target audiences.

• Conducts in-depth meetings with clients to discuss project visions, brand identities, and target audiences, ensuring alignment of design concepts with their unique needs.

• Demonstrates strong communication and interpersonal skills to establish rapport and maintain positive client relationships throughout the design process. ChangeUp Mar. ‘19 - Dec. ‘19

Graphic Designer Cincinnati, Ohio

• Collaborated with fellow graphic designers, environmental designers, interior designers and architects to create exceptional graphics, brand identities and retail experiences for top global and national brands.

• Designed a variety of graphics for brands and retail spaces ranging from brand identity work and logo design to print and promotional materials, sales collateral, signage/way-finding and interior/exterior retail design.

• Collaborated closely with the Senior Graphic Designer and Creative Director, playing a vital role in the successful execution of design projects.

• Met and worked directly with clients to comprehensively understand their brand stories, project requirements, and design objectives.

Ologie May ‘18 - Aug. ‘18

Graphic Design Intern Columbus, Ohio

• Collaborated with a team of nine designers, strategists, and writers at Ologie, to develop two innovative brand concepts. Leveraged the expertise of Ologists to strategically address marketing challenges for a mock client.

• Assisted and closely supported the Associate Creative Director in various tasks, including working on smaller projects, creating vision boards, finalizing presentations, conducting client audits, and more.

• Delivered weekly presentations on the latest design industry trends, specifically focused on the preferences and characteristics of the Gen Z demographic.

Portfolio

bit.ly/3Nh6fP0

Education

Columbus College of Art & Design

Bachelor of Fine Arts

Graphic Design & Advertising

May 2018

Expertise

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Print & Digital Media

Advertising

Logo Design

Branding Identity

Brand Strategy

Web Design

(HTML, CSS)

Print Production

Skills

Creativity/Innovation

Problem-Solving

Design Thinking

Adaptability/Flexibility

Communication

(Written & Verbal)

Typography

Problem-Solving

Awards

ADDY Award

American Advertising Federation

Silver, Student, BQIC Identity

August 2017

Certifications

Branding: The Creative Journey

University of Illinois, February 2023

Shameer

Riston

Designer

Strategist

Thinker

Doer

Collaboration

Empathy

Emotional Intelligence

Time-Management

Leadership

Resilience

Critical Thinking

Storytelling

Illustration

SketchUp

Figma

Canva

Adobe XD

UX/UI

Photography

Adobe After Effects

Video Editing

AutoCAD

Experience

REFERENCES AVAILABLE

UPON REQUEST

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