

Minhal Adamjee

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Tools

Adobe Suite (Illustrator, Photoshop, InDesign, XD, After Effects, Premiere Pro, Firefly), Figma, Canva, PowerPoint, Keynote, Basic HTML & CSS, Basic WordPress, Wix, VideoScribe

Skills

Brand Identity, Logo Design, Social Media Graphics, Data Visualization, Publication & Print Design, UX/UI, Web Design, Marketing Strategy

Select Clients

Colgate-Palmolive, Chevron, Unilever, Wor. District Attorney, Wor. Police Department, Major Taylor Museum, Anna Maria College, Renewal by Andersen

Education

Clark University
BA: Media Communications
Honors: Magna cum laude

Professional Experience

American Express Global Business Travel
Visual Designer | 2022–2025

- Led a brand refresh by independently revamping visuals across 30+ reports, case studies, illustrations, and infographics, resulting in adoption as a standard template by 10K employees company-wide.
- Created advertisements and social media content for A/B testing by refining visuals, CTAs, and messaging based on performance data, cutting cost-per-lead by 35–40%.
- Designed executive presentations in collaboration with the CMO, turning data into clear, engaging graphics that boosted stakeholder engagement and improved approval rates by 15%.
- Streamlined web design workflows using Figma AI tools, boosting responsiveness, improving prototypes, and reducing the design lifecycle by 2 sprints.

Pagano Media

Creative Designer | 2019–2021

- Developed and elevated branding for 40+ clients by creating and refreshing logos, icons, illustrations, email templates, videos, and other branded graphics, strengthening visual identity across channels.
- Created and maintained front-end pages for 10+ enterprise websites using WordPress CMS, enhancing site functionality and user experience, resulting in a 30% increase in site traffic.
- Led design and creative direction for Esler Companies' first animated video series, securing \$135K in annual recurring revenue.

Spectrum VMLY&R

Creative Marketing Designer | 2018–2019

- Optimized inbound marketing strategies by designing interactive, engaging visuals for websites and social media for clients such as Colgate-Palmolive and Chevron, boosting engagement by 22%.

The Potter's House Schooling System

Graphic Designer | 2017

- Managed a team of 5 to develop the layout and graphics for the yearbook, introducing efficient workflows and reusable templates, reducing costs by \$1,750 annually.
- Spearheaded social media campaign ideation and design, amplifying parent participation by 17% across platforms.
- Supported student learning by designing visual aids, improving information retention and participation.