minhaladamjee95@gmail.com
minhaladamjee.com
(774) 329-5589

Minhal Adamjee

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

Professional Experience

American Express Global Business Travel
2022-Present | **Visual Designer**

- Designed marketing media, including presentations, advertisements and social media, reducing the average CPL by 35-50%.
- Collaborated with cross-functional teams to align graphic requirements for UK and US clients.
- Assisted with the company's visual re-brand by designing templates to be used by 15k+ employees company wide.

Pagano Media
2019-2021 | **Creative Designer**

- Met with the Worcester DA and PD to design a logo and collateral for a city-wide public safety campaign regarding the new "hands-free" driving law in Massachusetts, gaining over 6k views.
- Collaborated with the web developer to create pages for and maintain site's front-end functionality using the back-end of the CMS.
- Managed and mentored the junior designer on best practices and design thinking methodologies.

Spectrum Y&R
2018-2019 | **Creative Marketing Designer**

- Optimized inbound marketing efforts by generating rich content for webinars, blog posts and social media for clients such as Colgate and Chevron.

The Potter's House Schooling System
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.
- Created visual aid pin-boards to help the students understand new concepts.
- 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
Chevron
Esler Companies
Sage Analysis
Anna Maria College
The Lyceum School
Adcole Space

Tools

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe XD
Figma
MS Suite
HTML/CSS
Wix and Basic Wordpress
Video Scribe

Skills

Branding
Marketing
Advertising
Publication Design
User Interface Design
Information Design