



## SENIOR GRAPHIC DESIGNER

(301) 818-1433

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www.shaikent.com

Washington DC Metro Area

### TECHNICAL SKILLS

Brand & Identity

Graphic Design

Web Design

Email Design

Video Editing

Illustration

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Dimension

FIGMA

CRM Platforms

### SKILLS

- Graphic Design & Branding Strategy
- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat)
- Marketing & Communication Strategy
- Project Management & Budgeting
- Web Design & Digital Media
- Print & Digital Publication Design
- Vendor & Stakeholder Coordination
- Performance Metrics & Audience Analysis
- Photography & Photo Editing
- Cross-Departmental Collaboration

### EDUCATION

Savannah College of Art & Design

Bachelor of Arts in Design

### PROFESSIONAL SUMMARY

Creative and results-driven Graphic Designer with extensive experience in branding, visual design, and cross-functional collaboration. Adept at managing media requests, coordinating design strategies, and producing high-quality marketing and communication materials. Skilled in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat), with a strong background in project management and print production. Passionate about delivering compelling visual storytelling and enhancing organizational branding through innovative design solutions.

### PROFESSIONAL EXPERIENCE

#### LEAD BRAND & WEB DESIGNER

SBDS LLC., Remote, 2021 - 2024

- Oversee and execute branding, graphic design, and marketing collateral for a diverse range of clients.
- Develop and implement visual strategies to enhance brand identity and audience engagement.
- Manage media and design requests, ensuring timely delivery and adherence to brand guidelines.
- Coordinate project timelines, resources, and budgets for branding and communication initiatives.
- Design and develop logos, promotional materials, publications, and digital assets to support marketing efforts.
- Provide art direction, reviewing design elements and advising stakeholders on branding consistency.
- Conduct market research and performance analysis to optimize media strategies and design impact.

#### GRAPHIC DESIGNER & PROJECT MANAGER

Self-Employed, Remote, 2006 - 2020

- Designed and managed production of marketing materials including flyers, brochures, newsletters, and digital content.
- Collaborated with clients to develop integrated communication plans tailored to target audiences.
- Negotiated with third-party vendors for printing and advertising services to ensure cost-effective production.
- Directed freelance designers and photographers to maintain high-quality visual standards.
- Developed and maintained web pages and digital assets in alignment with branding requirements.
- Collected and analyzed audience engagement metrics to refine design strategies and outreach effectiveness.

#### GRAPHIC DESIGN / VISUAL ARTS INSTRUCTOR

RSED | PGCPS | CHCLC, WASHINGTON DC AREA / SOUTHERN NJ, 2010 - PRESENT

- Educated students on graphic design principles, digital media tools, and marketing strategies.
- Created curriculum focused on design software, typography, branding, and publication layout.
- Mentored students in project management, encouraging creative problem-solving and professional development.