

# ALEEZAY AJMAL

## Graphic Designer

San Jose, CA | 209.640.4414 | [aleezayajmal@gmail.com](mailto:aleezayajmal@gmail.com) | Portfolio: [aajmaldesign.com](http://aajmaldesign.com)

Multifaceted designer possessing a mix of conceptual thinking, design craft and flair for creating meaningful and memorable work. Experienced in creating visuals for print and digital marketing projects, websites, motion graphics, social media and other design solutions

### SKILLS

---

**Hard Skills:** Web Design, Branding and Identity, Print and Digital Design, Event Signage, Typography, App Store Graphics, 2D Animations, Art Direction, WordPress CMS, Divi Builder, Social Media Marketing  
**Software:** Adobe Creative Cloud, Photoshop, InDesign, XD, Illustrator, After Effects, Figma

### WORK EXPERIENCE

---

#### Prime Concepts Group

Wichita, KS

Graphic Designer

August 2019 - June 2021

- Integral member of the creative team where I collaborated with the CEO, developers and copywriters in a fast-paced environment to deliver, review and test a wide range of marketing materials that garnered increased visibility, interactivity, and conversions.
- Conceptualized and developed quality visual solutions for web, print, and digital mediums, including but not limited to, mobile responsive websites, landing pages, magazines, brochures, event signage, page layouts, emails, display banners, images for social media posts, logos, and other creative assets and templates.
- Lead designs for multiple clients, went over critiques as well as managed internal projects while effectively ensuring all brand guidelines and project requirements were being met.
- Crafted and maintained design systems, templates and processes that improved efficiencies.

#### Product Madness

San Francisco, CA

Lead Graphic Designer

March 2018 - August 2019

- Responsible for creating assets for User Acquisition and App Store Optimization for the leading social casino game, Heart of Vegas.
- Conceptualized and produced motion graphic videos, HTML5 ads, animated GIFs and App Store fronts that have garnered over 3,000,000 installs.
- Ensured that creatives followed the industry-standard specs and brand guidelines.
- Utilized marketing data to create better performing ads and run A/B tests resulting in higher click through rates and installs.
- Managed and provided direction to remote studios for production of media buying assets, resulting in twice as many deliverables.

Junior Graphic Designer

August 2017 - March 2018

- Assisted the Art Director and Lead Designers in creating marketing creatives for multiple games.
- Worked with User Acquisition team on the development of marketing creatives for A/B testing.
- Adhered to and upheld the brand guidelines when preparing graphic materials.

**The University of Faisalabad***Graphic Designer***Faisalabad, Pakistan***August 2016- March 2017*

- Created and managed content for social media for the University and its affiliated organizations, resulting in increased foot traffic and engagement on Facebook.
- Conceptualized and produced creative materials including brochures, catalogs, billboards and digital ads.
- Collaborated with the Head of Press and Publications in creating advertisements for mass production i.e. newspapers, magazines and TV ads, resulting in increased admissions.

**EDUCATION**

---

**Government College University***Bachelors in Graphic Design***Faisalabad, Pakistan***February 2016*