

Armani Patterson

Graphic Designer

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Professional Summary.....

Innovative graphic designer with a strong passion for visual storytelling and a solid foundation in design principles. Proficient in Adobe Creative Suite, I excel in delivering impactful and visually compelling design solutions. Experienced in creating digital and social media graphics, printing and marketing materials.

Professional Experience.....

Smooth Studios

Tallahassee, FL

Graphic Designer

January 2024 - Current

- Produced creative social media content that increased social media traffic by 25%.
- Maintained brand consistency across 5+ platforms, contributing to a 20% increase in engagement.
- Designed visually appealing content to support the team and enhance brand communication.

Projects

Design Atlas App

Tallahassee, FL

UI Designer

January 2024 - March 2024

- Led end-to-end UI design over 5 months for the successful launch of a new app at Design Atlas.
- Created sales pitch presentations and graphic assets leading to a 30% increase in client satisfaction.
- Collaborated with marketing to develop logos, color palette, and typography.

Divine Music Festival

Tallahassee, FL

Brand Designer

August 2023 - December 2023

- Led design strategy that boosted brand recognition by 25% and customer engagement within the target audience.
- Developed promotional materials, increasing customer engagement by 30% and conversion rates by 15%.
- Created a survey to gather quantitative data on customer perception of logos.

Areas Of Expertise

Professional Skills

Visual Storytelling	Creative Concept Development	Collaborative	User Empathy	Brand Design
Project Management	Constructive Feedback Integration	Attention to Detail	Adaptability	Print Design

Technical Skills

Adobe Creative Suite	Prototyping and Wireframing	Social Media Graphics	Layout Design
Figma	After Effects	Creative Problem Solving	Typography

Education

Florida A&M University

Tallahassee, FL

Bachelor of Science in Graphic Design