

# Armani Patterson

## Graphic Designer

[armanipat@outlook.com](mailto:armanipat@outlook.com) | Jacksonville, FL | [Portfolio](#) | [LinkedIn](#)

### Professional Summary.....

Creative and mission-driven Graphic Designer with 2+ years of experience bringing brands and stories to life through bold, intentional design. Skilled in brand identity, web design, and digital marketing for purpose-driven organizations. Proficient in Figma, Adobe Creative Suite, and Canva, with a strong eye for storytelling, collaboration, and design systems. Passionate about crafting visuals that inspire action, connect communities, and help organizations make an impact.

### Areas Of Expertise .....

#### Professional Skills

Quality Control	Social Media Design	Collaborative	Visual Strategy	Brand Design
Project Management	Constructive Feedback Integration	Attention to Detail	Adaptive Design Systems	Web Design

#### Technical Skills

Adobe Creative Suite	Canva	Microsoft Suite	Layout Design
Figma	Creative Problem Solving	Print Design	

### Professional Experience.....

#### Smooth Studios

**Tallahassee, FL**

*Remote Graphic Designer*  
*Current*

*January 2024 -*

- Designed digital campaigns and multi-platform content that increased audience engagement by 25% across 5+ social channels.
- Maintained visual consistency across all creative deliverables, strengthening brand Supported the creative team in translating client goals into impactful designs that elevated brand presence.

### Projects .....

#### Design Atlas App

**Tallahassee, FL**

*UI Designer*

*January 2024 - March 2024*

- Built design systems, color palettes, and typography guidelines to ensure brand consistency and scalability.
- Worked closely with developers and marketers to deliver user-friendly, visually engaging interfaces.

#### Divine Music Festival

**Tallahassee, FL**

*Brand Designer*

*August 2023 - December 2023*

- Directed digital branding strategy, increasing recognition by 25% and audience engagement by 30%.
- Designed promotional materials and social media campaigns that drove a 15% increase in conversion rates.
- Collected and analyzed audience insights to refine visuals and improve connection with the target community.
- Collaborated cross-functionally to align creative direction with event goals and community engagement.

### Education .....

#### Florida A&M University

**Tallahassee, FL**

*Bachelor of Science in Graphic Design*