

Jane Smith

Graphic Designer

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### Professional Summary

Creative graphic designer with 4 years of experience in visual arts and marketing. Skilled in Adobe Creative Suite and social media campaigns. Passionate about branding and user interface design, with no background in programming or data analysis.

### Work Experience

Graphic Designer

Creative Agency, Los Angeles, CA

March 2018 – Present

- Designed logos, brochures, and social media graphics using Photoshop and Illustrator, increasing client engagement by 20%.
- Managed marketing campaigns for small businesses, focusing on visual storytelling and brand identity.
- Collaborated with teams on website layouts, but no involvement in coding or data handling.

Marketing Assistant

Startup Inc., Austin, TX

January 2016 – February 2018

- Assisted in content creation for email newsletters and ads, using tools like Canva and Google Ads.
- Analyzed campaign performance through basic metrics (e.g., click rates), but no technical data science work.
- Supported event planning and customer outreach, emphasizing creative rather than analytical skills.

### Education

Bachelor of Fine Arts in Graphic Design

Art Institute of California, Los Angeles

Graduated: May 2015

- GPA: 3.5/4.0
- Relevant Coursework: Digital Media, Typography, Visual Communication

## Skills

- Tools: Adobe Photoshop, Illustrator, Canva
- Other: Social Media Marketing, Branding, Creative Writing
- Soft Skills: Creativity, Communication, Attention to Detail

## Certifications

- Adobe Certified Expert in Photoshop (2020)
- Google Digital Garage Certificate in Marketing (2019)