



IKRA  
RAFI

GRAPHIC DESIGNER



## CONTACT

W BIT.LY/IKRARAFI

703.835-3589



## ABILITIES

Adobe Suite	Constant Contacts
After Effects	Google Analytics
InDesign	Wordpress
Illustrator	Social Media
Photoshop	Presentations
Branding	Infographics
Mail Chimp	Microsoft Office
Ebooks	Microsoft Powerpoint
HTML	Microsoft Word
Figma	Microsoft Excel
Logos	Print Design
	Layout Design
	Web Design



## PROFILE

As an organized and highly creative individual, I love the challenges of working within a dynamic and fast paced working environment. The knowledge gained from my experience with companies shaped my ability to adapt quickly, work efficiently, and think creatively independently or with a team. I have an excellent sense of layout, typography and color principles, and artistic skills.



## EMPLOYMENT HISTORY

Hy.ly | Digital Design Consultant

JAN 2019 to Present

Worked on several collaboration pieces. Assisted in team projects to achieve the desired outcome of the client. Created custom infographics for social media campaigns. Generated likes and foot traffic for our Instagram Page. In process of redesigning websites to increase profitability by repurposing our information in a clean and sleeker aesthetics.

MOM's | Graphic Designer

MAR 2016 - MAR 2017

Worked with in-store coordinators on a range of ambitious and innovative projects. Responsible for helping to drive the creative direction of campaigns, an understanding of typography, layout, and art direction that help the team produce the best work possible. Developed artwork and layout for print and digital signage, banners, posters, and flyers.

National Low Income Housing  
Coalition | Graphic Design Intern

SEP 2015 - JUN 2016

Conceptualized and design graphics, ads, print collateral and other materials under the supervision of the Creative Service Manager. Meticulous attention to detail and an eye for fresh and engaging design. Able to work independently and work on multiple projects with tight deadlines. Helped table conferences and create materials for these events.

Babcock Automotive Avertising | Junior Designer

MAR 2014 - JUN 2015

Collaborated with the CEO in day to day tasks including product photography, product research, client correspondence, and web design. Create illustrations and digital images. Develop presentations to market and promote goods and services to the public.



## — EDUCATION —

George Mason University  
Art and Visual Technology  
Graphic Design Concentration  
May 2017



## — SKILLS —

More than nine years of retail and customer service experience. Knowledge of Mac and PC platform. I have a love for photography with a need to design.



## — REFERENCES —

Provided upon request.



## — FREELANCE WORK —

Meet with clients either in person, online, or over the phone in order to discuss the scope of different projects. Advise clients on the best strategies to use for their particular products and desired audiences. Create unique images, updating information in files, product design, sport jersey design, presentation design, editorial design, stationary design, banner design, web site design, and logos for customers. Review all projects to ensure the end product is error free. Ensure 100% customer satisfaction by presenting art to client and for a chance for feedback.

### The Hustlers Guild

CEO of THG requested for me to create a sponsorship packet and flyers for the nonprofits fundraising that fit their brand guideline.

### Gladiator Sports

I work directly with the clients to create their personal and or team logo as well as sport jerseys and uniforms. I am currently working on a rebrand on the company's image.

### Sugarland Farm Polo Team

Designed logo and jerseys for the client's farm and polo team.

### Vacuum Zone | Designer

Redesigned a pre-existing business card.

### Foundation for Appropriate and Immediate Temporary Housing

Responsible for creating print and web collateral based on the company's core values and beliefs.

### WWSC | Designer

Designed nonprofit's website, creating support for site's and designing collateral for events.



## — OTHER —

NFCU | Member Service Rep.

SEP 2013 to MAR 2014

Costco | Cashier/ Stocker

OCT 2015 to OCT 2018