



Thamanna Sayed Thaha


CONTACT




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WEBSITE
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EDUCATION


Masters in Economic
Development & Policy Analysis
2023-2024

Bachelors in Psychology,
Economics & English
2019-2022


DESIGN TOOLKIT




Adobe Illustrator



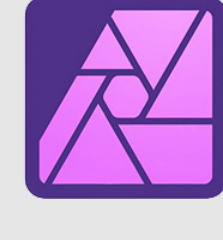
Adobe Photoshop



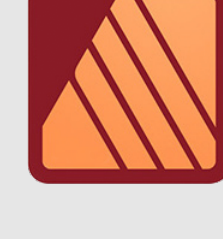
Adobe InDesign



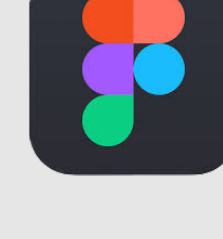
Affinity Designer 2



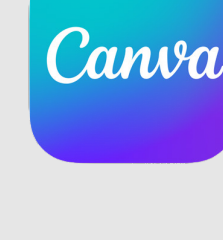
Affinity Photo 2



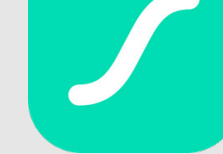
Affinity Publisher 2



Figma



Canva



Lottie Files

PROFILE

Creative graphic designer with 4+ years of expertise in branding, digital marketing, and UI/UX design. Combines psychological insights with technical proficiency in Adobe Creative Suite, Affinity, and Figma to craft audience-centric visuals that drive measurable results.

EXPERIENCE

May 2023
Oct 2023

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Lyra Beauty
Freelance Graphic Designer

Designed branding materials and social media content that resonated with target audiences, resulting in a 25% increase in client sales within 3 months. Developed a data-driven social media calendar that enhanced brand engagement by 30% through cohesive visuals.

Mar 2022
May 2023

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Bonito Designs
Graphic Designer

Progressed from Intern to Full-Time Designer:
Delivered 200+ digital/print assets for campaigns, boosting lead generation by 20%. Collaborated with teams to align designs with consumer behaviour insights on 10+ branding projects

Oct 2020
Oct 2023

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Project Parvaah
Head of Design

Promoted from Volunteer to Head of Design:
Led WordPress site redesign, prioritising UX to reduce bounce rates by 15%. Increased newsletter open rates by 40% via targeted social media strategies. Developed educational resources blending creativity with strategic goals.

SKILLS

- Print & Digital Designs
 - Branding
 - Typography
- Logo Design
 - UI/UX Designs
 - Team Collaboration