



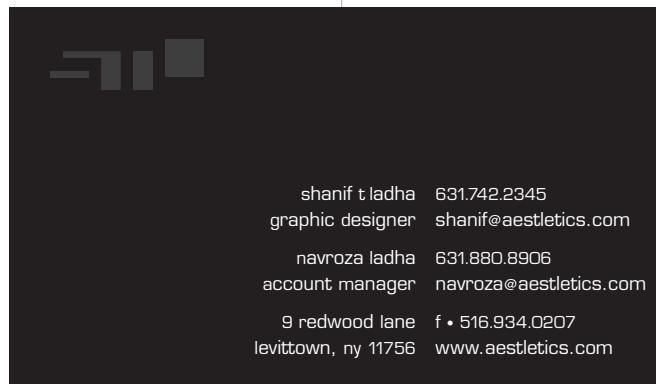
AESTLETICS™
Concept. Design. Style.

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9 redwood lane
levittown, ny 11756

shanif ladha
9 redwood lane
levittown, ny 11756

www.aestletics.com



01	11	21	JAN	11
02	12	22	FEB	12
03	13	23	MAR	13
04	14	24	APR	14
05	15	25	MAY	15
06	16	26	JUN	16
07	17	27	JUL	17
08	18	28	AUG	18
09	19	29	SEPT	19
10	20	30	OCT	20
		31	NOV	
			DEC	

shanif T. Ladha 631.742.2345
graphic designer shanif@aestletics.com

navroza ladha 631.880.8906
account manager navroza@aestletics.com

9 redwood lane f • 516.934.0207
levittown, ny 11756 www.aestletics.com



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INVOICE 170011204

daniel
XXX design avenue, jericho, ny 11753

danny
516.XXX.XXXX

quantity / unit	description	unit price	total price
500	warm spirits greetings cards item # 20150813 w/envelopes	\$0.45	\$225.00
office copy (return with your payment)	subtotal	n/a	\$225.00
	sales tax	n/a	\$19.41
	total due	n/a	\$244.41

01 11 21 JAN 11
02 12 22 FEB 12
03 13 23 MAR 13
04 14 24 APR 14
05 15 25 MAY 15
06 16 26 JUN 16
07 17 27 JUL 17
08 18 28 AUG 18
09 19 29 SEPT 19
10 20 30 OCT 20
31 NOV
DEC

payments should be made out and remitted to: aesthetics design studios.

for office use only

billing questions should be addressed to:

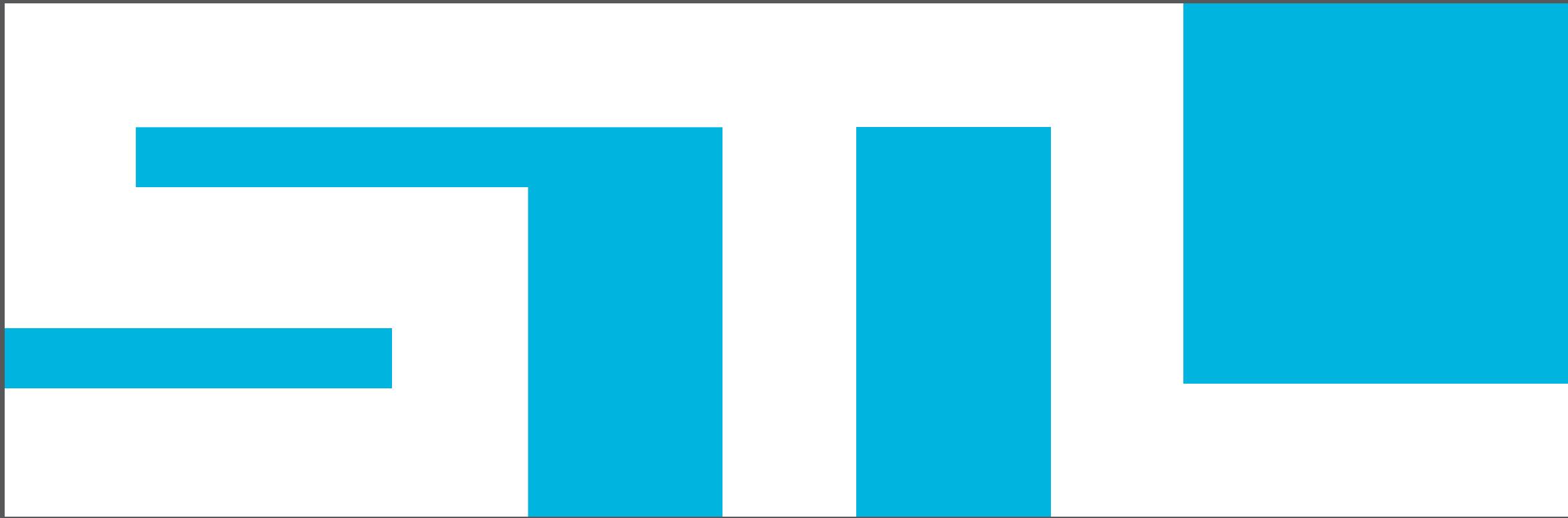
shanif t. ladha m/631.742.2345
graphic designer shanif@aesthetics.com

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our style guide

color palatte



blue

primary

CMYK = 86 0 9 0

RGB = 0 181 223



charcoal

secondary

CMYK = 80 0 0 0

RGB = 88 89 91



black

secondary

CMYK = 0 0 0 100

RGB = 35 31 32



white

secondary

CMYK = 0 0 0 0

RGB = 255 255 255



lime

tertiary

CMYK = 50 0 100 0

RGB = 141 198 63



purple

tertiary

CMYK = 75 75 0 0

RGB = 91 87 166



berry

tertiary

CMYK = 25 100 100 0

RGB = 193 39 45



lemon

tertiary

CMYK = 0 19 100 0

RGB = 255 205 5



our style guide

font palatte

eurostile condensed

eurostile bold condensed

eurostile medium

eurostile oblique

eurostile demi

eurostile demi oblique

eurostile bold

eurostile bold oblique

eurostile extended 2

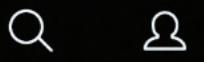
eurostile bold extended 2

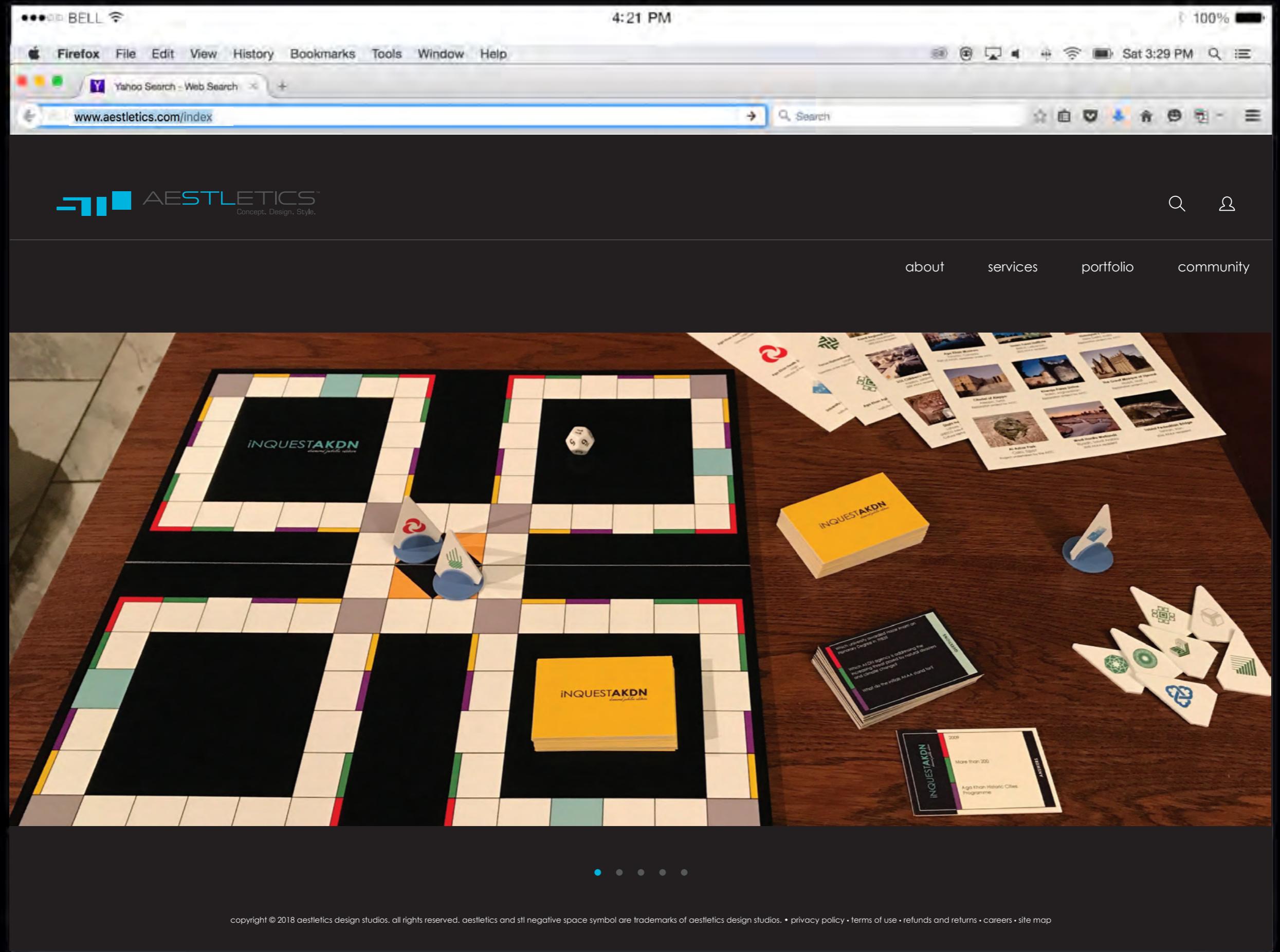
century gothic regular

century gothic italic

century gothic bold

century gothic bold italic

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our company](#)

Proin hendrerit mi eget velit lacinia blandit. Aliquam porttitor ultrices diam, at interdum eros luctus eget. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sit amet neque condimentum nisl condimentum condimentum. Mauris suscipit, sem et consequat tempor, ex quam faucibus ipsum, placerat consequat diam mauris vitae nisi. Fusce pharetra metus sed ex vulputate suscipit. Mauris sit amet tristique justo, sit amet facilisis orci. Nam eget leo et tellus aliquam venenatis. Etiam semper egestas est, in imperdiet nisi aliquet a. Vivamus sed malesuada ante, non dignissim odio. Donec vel neque eget ligula ultrices porttitor. Fusce erat ipsum, pretium a convallis porta, porttitor ac lacus.

Proin hendrerit mi eget velit lacinia blandit. Aliquam porttitor ultrices diam, at interdum eros luctus eget. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sit amet neque condimentum nisl condimentum condimentum. Mauris suscipit, sem et consequat tempor, ex quam faucibus ipsum, placerat consequat diam mauris vitae nisi.

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“proin hendrerit
mi eget velit
lacinia blandit.
Aliquam porttitor
ultrices diam,
interdum eros
luctus eget. lorem
ipsum dolor sit,
consectetur.”
—person, 2007

“easy on the eyes!”

—person, 2009

“proin hendrerit mi eget
velit lacinia blandit.
Aliquam porttitor ultrices
diam, at interdum eros
luctus eget.”

—person, 2017

“i admire the way type has been
handled on these posters. there is
a lot of information on them and
it's easy to access the information!”

—person, 2005

“love it!”

—person, 2000

“proin hendrerit mi eget velit lacinia
blandit. Aliquam porttitor ultrices diam,
at interdum eros luctus eget. lorem
ipsum dolor sit amet, consectetur.”

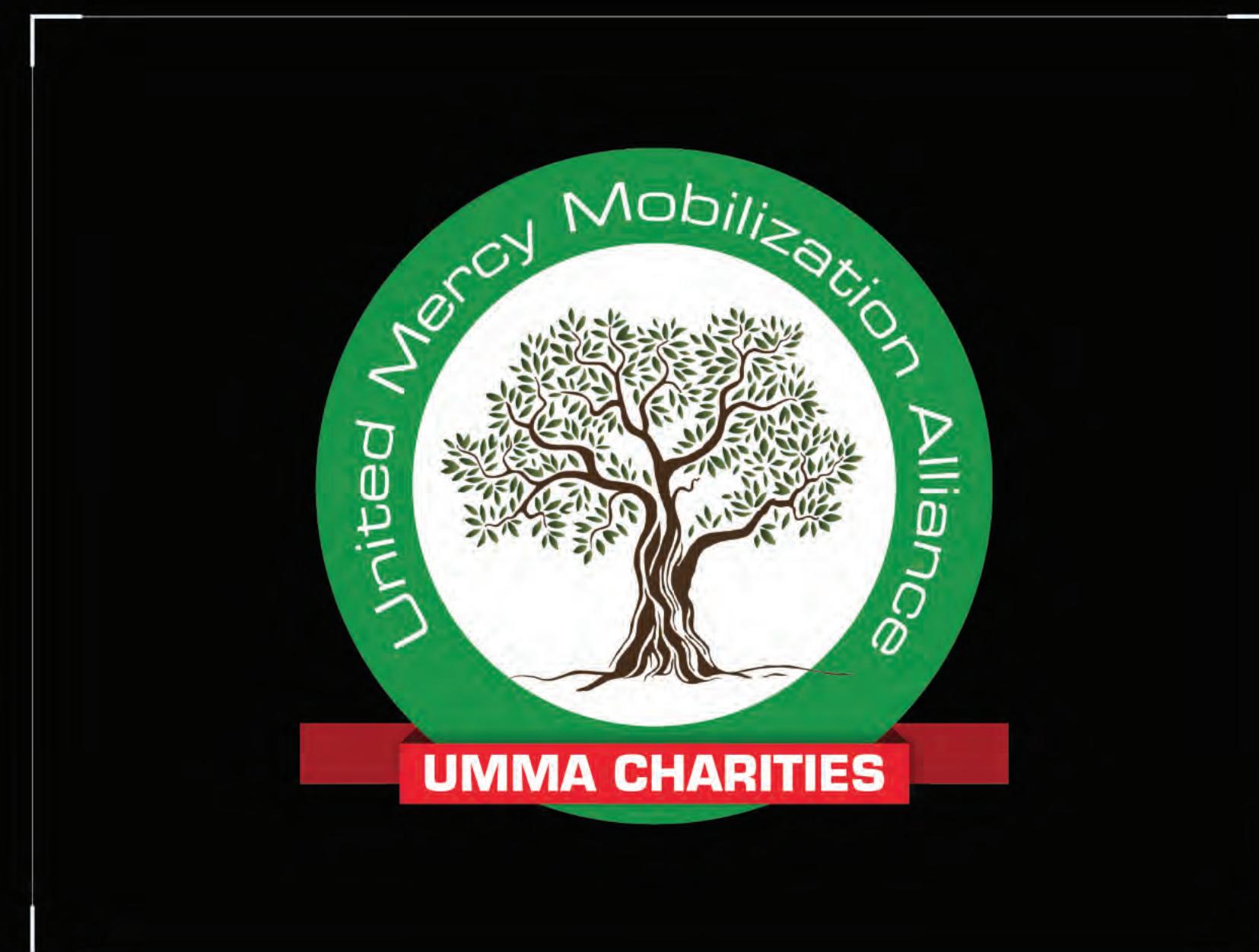
—person, 2015

“it looks simple and
elegant. wow!”

—person, 2007

“this
rocks!”

—person, 2009

[about](#)[services](#)[portfolio](#)[community](#)[current](#)[archive](#)[posters](#)[logos](#)[corp id](#)[collateral](#)[packaging](#)[advertising](#)[publication](#)[miscellaneous](#)[typography](#)[comps](#)**logo, 2018****umma charities, philadelphia**

umma charities was established as a platform to promote interfaith dialogue.

the logo reflects the values and ethics of the charity as well as the ethics of islam.

the green band represents the oneness of humanity regardless of race, gender, religion, ethnicity, or nationality!

••• BELL 4:21 PM 100%

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posters logos corp id collateral packaging advertising publication miscellaneous typography comps

current archive

**logo, 2018
umma charities, philadelphia**

umma charities was established as a platform to promote interfaith dialogue. the logo reflects the values and ethics of the charity as well as the ethics of islam. the green band represents the oneness of humanity regardless of race, gender, religion, ethnicity, or nationality!









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940px

460px

Proin hendrerit mi eget velit lacinia blandit. Aliquam porttitor ultrices diam, at interdum eros luctus eget. Lorem ipsum dolor sit amet, consectetur adipiscing

460px

elit. Phasellus sit amet neque condimentum nisl condimentum condimentum.

Mauris suscipit, sem et consequat tempor, ex quam faucibus ipsum, placerat consequat diam mauris vitae nisi. Fusce pharetra metus sed ex vulputate suscipit.

300px [about our company](#)

Mauris sit amet tristique justo, sit amet facilisis orci. Nam eget leo et tellus aliquam venenatis. Etiam semper egestas est, imperdiet nisi aliquet a. Vivamus sed malesuada ante, non dignissim odio. Donec vel neque eget ligula ultrices porttitor. Fusce erat ipsum, pretium a convallis porta, porttitor ac lacus.

300px

220px

Proin hendrerit mi eget velit lacinia blandit. Aliquam porttitor ultrices diam, at interdum eros luctus eget. Lorem ipsum dolor sit amet, consectetur adipiscing

220px

elit. Phasellus sit amet neque condimentum nisl condimentum condimentum. Mauris suscipit, sem et consequat tempor, ex quam faucibus ipsum, placerat consequat diam mauris vitae nisi.

220px

140px

140px

140px

140px

140px

140px



shanif t. ladha
graphic designer
united states citizen
bachelor's: fit, 2005
master's: touro, 2018

contact

9 redwood lane
levittown, ny 11756
631.742.2345
shanif@aestletics.com
www.aestletics.com

experience }

04.2017 – present national graphic designer (volunteer)

diamond jubilee commemoration of h.h. prince aga khan national task force / usa

- design various event graphics, marketing materials and stage design concepts using existing design elements
- prepare marketing and collateral materials for print production and distribution

09.2014 – present freelance graphic artist

creative circle / new york, ny

- make corrections per mark ups from editorial and creative departments
- generate logos and other artwork in various file formats and sizes
- support with bookbinding, large-format printing, build comps for presentations, packaging and shipping

03.2017 – 10.2017 graphic designer

rubie's costume company inc. / westbury, ny

- prepared new and updated artwork for packaging inserts for costumes
- designed new concepts for new costumes inserts using licensed art and printed in-house prints for packaging
- prepared art for production—mechanicals, PDFs and uploaded (ftp) production files for vendors and clients

10.2012 – 12.2013 junior art director

hyperpointe (previously gcgconnect) / teaneck, nj

- prepared files for production—mechanicals for release to printers
- updated files according to mark-ups and assisted “pulling” PDFs (using screenshot software) for client websites
- contributed in concept brainstorming and concept design for new pharma products
- built comps, prepared large-format boards, and powerpoint decks with animation for pitch presentations

08.2007 – 10.2011 graphic artist

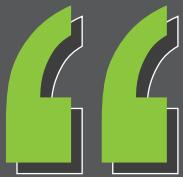
publicis healthcare group (brand pharm, publicis life brands medicus, mundocom worldwide) / new york, ny

- generated powerpoint presentations and templates for client use
- updated files according to mark-ups and prepared art for production—mechanicals, pre-press and PDFs
- prepared disks and uploaded (ftp) files for vendors and clients
- built comps and prepared meeting / pitch materials

09.2005 – 03.2008 production tech / graphic designer

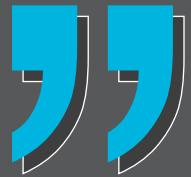
visual graphic systems (vgs) / new york, ny

- Prepared artwork for production process—silk screen printing, polymers, vinyl lettering, etching, digital prints and laser-cut materials
- set up and maintained tracking system for incoming and completed jobs
- instructed and guided interns through production process
- drew egress maps from architectural plans, translated braille and designed signage artwork for client's approval
- assisted in mechanicals, cutting, pasting and application of vinyl



it's all about an 'ooh-aah' moment.

'ooh', the mind's assurance of knowledge applied,
romances, 'aah', the heart's whisper of desire,
in the design realm!



awards }

2013 communicator awards

*sentiments letterhead, award of excellence
aesthetics design studios letterhead, award of distinction
shanif's creative resume, award of distinction*

2010 communicator awards

barakat commemorative display, award of distinction

2010 american graphic design award

sentiments greeting cards

2009 american graphic design award

*therm-i international, "words and color ad campaign"
therm-i international, "our company ad campaign"*

honors }

fall 2003 / spring 2004 / fall 2004 / spring 2005

fit dean's list

spring 1994

computer-operated drawbridge • first place

september 1993

eagle scout rank

august 1990

futuristic prayer complex model • first place

publications }

2010 american graphic design magazine

sentiments greeting cards

2009 american graphic design magazine

barakat commemorative display

2006 american graphic design magazine

tribute to the column

computer skills }

illustrator



photoshop



indesign



html / css



javascript



php



design skills }

type



concepts



layout



comping



personal skills }

team player



creativity



communications



organization



presentation / display



ability to adapt / learn



interests / hobbies }

automobiles / technology

stamps / currency

camping / hiking

movies / history

philosophy / architecture

bowling



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shanif@aestletics.com • www.aestletics.com

631.742.2345

{ OXO International Ltd
601 W 26th St #1050,
New York, NY 10001

To Whom It May Concern:

I am writing this letter to express my interest in the graphic designer position for the New York office posted on Glassdoor website. After reading the description, I am compelled to apply for this position. Why? I am not only seeking to simplify my everyday living but I am applying the same philosophy to my graphic design sensibilities!

Earlier this year, I freelanced briefly at the OXO New York office. Although, this experience was short, supplied me with a first hand account of the company's philosophy and it left me with a lasting impression. I really enjoyed working there. Furthermore, not only this experience impressed me, but inspired me.

My enthusiasm for new challenges, creativity and hard work are at the core of my work ethic. My ability to think conceptually and execute unique design solutions help me achieve extraordinary results with a unique style. My diverse work experiences are resources that will help me bring the broadest and freshest ideas to the needs and wants of your company and projects.

These characteristics and assets give me great confidence that I would be an outstanding asset to your company. Please consider me for this open position or any current open positions that require my skill set.

I have attached my resume for your review.

I can be reached at 631.742.2345 or via email at shanif@aestletics.com. Thank you for your time and your kind consideration.

Sincerely,

Shanif T. Ladha

“ it’s all about an ‘ooh-aah’ moment. ”



9 redwood lane, levittown, ny 11756
shanif@aestletics.com • www.aestletics.com

631.742.2345

The Gap New York Office
675 Avenue of the Americas
New York, NY 10011

To Whom It May Concern:

I am writing this letter to express my interest in the graphic designer position at the Creative Center in New York office posted on Glassdoor website.

After reading the responsibilities this role will entail, I feel qualified as I have handled such responsibilities and performed similar tasks through my diverse work experience. My enthusiasm for new challenges, creativity and hard work are at the core of my work ethic. My ability to think conceptually and execute unique design solutions help me achieve extraordinary results with a unique style. The broad array of experiences are resources that will help me bring the broadest and freshest ideas to the needs and wants of your company.

These characteristics and assets give me great confidence that I would be an outstanding asset to your company. Please consider me for this open position or any current open positions that require my skill set.

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