



Alaudeen Umar

(allow-dean oo-mar)

Albany NY/ Washington, DC
Portfolio: www.alaudeenu.com
A.deenumar17@gmail.com

◆ Qualifications

An innovative graphic designer and passionate visual storyteller with 8+ years of experience delivering impactful design solutions. Creative self-starter with expertise in branding, packaging, typography, book cover design, layout, 2D motion graphics, and illustration. A detailed oriented and solutions-driven conceptual thinker and team player with a strong foundation in design and success escalating brand awareness for employers and clients. Gold ADDY award winner for animation.

◆ Skills

Proficient in:

Adobe Creative Cloud Suite

Experience in:

Multiple forms of Printmaking, Fine Arts, Animation, Layout, Branding Identity, Packaging, Typography, Illustration, Designing for Social Media, Signage.

◆ Experience

Freelance Senior Graphic Designer/ Art Director, April 2025 –

- Offering commission-based design services such as: Branding Identity, Motion Graphics, Signage, Illustration.
- Worked with multiple clients on a freelance scale, such as: **Locomotive Designs, Harvard University, Kilindini, Day One DNA, Harvest Noor, Center DC, Placid Skies, and Kreative Justice.**

Graphic Designer, **ABCD & Company** (Creative Department) Aug 2024 – April 2025

- Created a cohesive design look and feel for a multitude of deliverables, including digital, print, exhibitions, and collateral.
- Worked heavily within event branding/ visual planning from ideation to completion.
- Designed logos, layout, briefs, presentations, reports, signage, and pitch decks.
- Worked with leaders across Creative, Client Partnership, Events, Marketing, and Operations departments to bring conceptual ideas to reality through the creation of original artwork.

Senior Graphic Designer, **United States Mint** (Creative Department) Aug 2023 – Aug 2024

- Created a cohesive design look and feel for a multitude of deliverables, including digital, print, exhibitions, and collateral.
- Worked across multiple mediums to elevate visual storytelling to meet client's marketing objectives while adhering to client brand standards.
- Worked with leaders across Creative, Client Partnership, Project Management, and Insight & Strategy departments to bring conceptual ideas to reality through the creation of original artwork.

Senior Graphic Designer/Jr. Art Director, **Global Prairie** (Marketing Agency) Oct 2022 – Dec 2022

- Created a cohesive design look and feel for a multitude of deliverables, including socialmedia, email, web, print, presentations, and collateral.
- Worked across multiple mediums to elevate visual storytelling to meet client's marketing objectives while adhering to client brand standards.
- Created innovative animations for company's social media in the form of animated stickers.
- Worked with leaders across Creative, Client Partnership, Project Management, and Insight & Strategy departments to bring conceptual ideas to reality through the creation of original artwork.

Graphic Designer, **The College of Saint Rose** (Marketing Department) Aug 2019 – Oct 2022

- Provided design services for print, digital, illustration, promotional work, concept development, and collateral materials.
- Advised multiple departments on brand maintenance and created innovative design solutions for key brand visual assets.
- Assisted with design for flagship magazine, which biannually reached over 10,000 students and alums.
- Collaborated with copywriters, UI/UX programmer, digital media producer, and social media specialist on marketing projects and with designers on structural rebranding for the college's visual identity.

Graphic Designer, **Elevation Ten Thousand** (Marketing Agency) Feb 2019 – Aug 2019

- Concepted and executed designs from ideation to completion for more than 30 clients.
- Designed & storyboarded animations & motion graphics for agency website.
- Collaborated with senior designer & videographer on agency & client work.

Graphic & Media Designer, **Fusha Graphics** (Design Agency) Feb 2017 – Jan 2019

- Worked collaboratively with web developer and director to brand the agency and delivered design, layout, typography, illustration, and collateral for social media.
- Advised CEO on design strategy and motion graphics for agency website and expertise in niche markets

◆ Accomplishments

- **Clients:** Harvard University, Catseye, Depaula Auto Group, Chevrolet, Ford, Alfa Romero, StoneTech, CBIZ, Vibrant Health, The City of Joplin Missouri, Bayer, Placid Skies, Kilindini, Center DC, Day One DNA, Harvest Noor.
- **Awards:** Gold ADDY for animation, from Capital Region Advertisement Federation
- **Branding:** Anycon Cyber-security conference, Arx Pictures, Abolition Ummah, SpiderHunt, Kilindini, Harvest Noor, Placid Skies, Kreative Justice, Rensselaer MSA, Big Picture Rugs, Hafzeda Events, Halal Family & Food Fest, Ladylike Designs, "Day One DNA, 50 Years in Hiphop Culture" Exhibition at Harvard University's Ethelbert Cooper Gallery

◆ Education

Russell Sage College, Bachelor of Fine Arts in Graphic & Media Design