



Alaudeen Umar

(allow-dean oo-mar)

Washington, DC

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◆ Qualifications

An innovative graphic designer and passionate visual storyteller with 7+ 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.

◆ Experience

Senior Graphic Designer, *United States Mint* (Creative Department)..... Aug 2023 —

- 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.
- Coordinated high-quality deliverables on time and demonstrated strong attention to detail while meeting client needs.
- 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.
- Coordinated high-quality deliverables on time and demonstrated strong attention to detail while meeting client needs.
- 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; African American and American Muslim, design and cultural trends.

Graphic Design Intern, *Overit Media* (Creative Agency), Aug 2016 — Feb 2017

- Designed logos and branding, several of which were selected for client projects.
- Worked collaboratively with senior designers, art director, UI/UX specialists, and animators, developing concepts, graphics, and layouts for illustrations, campaigns, visual identities, and the agency's promotional collateral.

◆ Accomplishments

- **Clients:** Catseye, Hannoush Jewelers, Depaula Auto Group, Chevrolet, Ford, Alfa Romero, StoneTech, Chris Corbett 5K, CBIZ, Vibrant Health, The City of Joplin Missouri, Bayer
- **Rebranding:** Albany Institute of History & Art gift shop's logo, labels, poster design templates, The Pakistan Association of the NY Capital District and the RPI Muslim Student Association
- **Awards:** Gold ADDY for animation, from Capital Region Advertisement Federation
- **Book Cover Design:** *Introduction to Islamic Marital Counseling* by Imam Abdul-Rahman Yaki
- **Publications:** Designs selected and published in Vernacular magazine
- **Branding:** Anycon Cyber-security conference, Arx Pictures, Abolition Ummah, SpiderHunt
- Branded "Day One DNA, 50 Years in Hiphop Culture" Exhibition at Harvard University's Ethelbert Cooper Gallery
- Designed 8 agreement t-shirt illustrations for Center DC

◆ Education

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