

# AHMAD NAEEM

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## EDUCATION

### COLUMBIA COLLEGE

#### BFA IN GRAPHIC DESIGN

Chicago, Illinois

Dean's Award Scholarship

GPA: 3.94 / 4.0

## LINKS

Portfolio: //ahmadxnaeem.com

LinkedIn: //ahmadxnaeem

Email: //ahmadxnaeem@gmail.com

## SKILLS

### SOFTWARES

Adobe Creative Suite:

InDesign • Photoshop • Illustrator

Adobe XD • Acrobat • Lightroom

Other Softwares:

Figma • Premiere Pro

WebFlow • Workfront

### DESIGN

Graphic Design:

Logo Design • Branding

Print Design • Publication

UI/UX Design:

Interface Design • Wireframing

User Experience • Prototyping

Digital & Marketing:

Social Media • Ecommerce

Photography • Typography

Coding:

HTML • CSS • JavaScript

## PROJECTS

### NOTABLE

Metra App - UX/UI Design

Portal - Mobile UI Design

Elkay - Publication Design

## EXPERIENCE

### INSTAGRAM (META PLATFORMS, INC.) | DIGITAL MEDIA PRODUCER

Jun 2023 – Present | Remote

- Developed and executed media strategies focused on producing high-quality, engaging content, resulting in follower growth of over 100k and reaching over than 9 million accounts.
- Produced, scripted, and edited high-quality video content, leveraging storytelling and platform trends to maximize engagement and align with brand objectives.
- Leveraged Instagram analytics tools to optimize content performance and improve engagement, leading to consistent viewership and interaction growth.
- Managed and secured brand partnerships to drive revenue growth, leveraging content monetization opportunities through Reels Play Bonus program.

### GUARANTEED RATE | VISUAL DESIGNER

Feb 2025 – Apr 2025 | Wrigleyville, IL

- Created high-converting marketing emails and digital assets in Figma, enhancing user engagement and maintaining brand consistency across channels
- Built and maintained a modular Figma design system and component library, accelerating design workflows and ensuring scalable brand implementation
- Collaborated with marketing and content teams to deliver cohesive campaigns across email, social, and web, contributing to lead growth and audience retention

### DARKBRIDGE LLC | CREATIVE DIRECTOR & UI DESIGNER

Jan 2022 – Jan 2025 | Downers Grove, IL

- Led a creative team in delivering design projects that prioritized user-friendly layouts and visually engaging experiences.
- Created user-centric wireframes and interactive prototypes in Figma for websites and digital interfaces, prioritizing intuitive navigation and accessibility for an enhanced user experience.
- Developed comprehensive brand identities, including logo design and style guide, to establish a cohesive and impactful visual presence.
- Designed responsive email templates in Figma, ensuring brand consistency and optimizing for various email clients and devices.

### CHAMBERLAIN GROUP | USER INTERFACE DESIGNER

May 2024 – Sep 2024 | Oak Brook, IL

- Designed cohesive digital interfaces and marketing materials, including websites and emails, ensuring a consistent brand experience.
- Used Adobe XD and Creative Cloud to design user-focused digital designs, creating interactive content that enhanced user engagement and contributed to brand growth in the tech industry.
- Collaborated with the creative team to design graphics showcasing technology products' features and benefits, including brochures and digital ads.

### ELKAY MANUFACTURING | GRAPHIC DESIGN INTERN

May 2022 - Aug 2022 | Downers Grove, IL

- Utilized Adobe InDesign to create price guides, product brochures, feature infographics, and label designs
- Assisted Channel Creative Team and marketing department on updating infographics to match current brand style guide
- Reformatted images for ecommerce retailers including Amazon, Home Depot, Lowes, and Sinks.com