

Ahmad Naeem

DIGITAL DESIGNER // SOCIAL MEDIA STRATEGIST
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Professional Summary

Digital Designer with 5+ years of experience creating scalable design systems, cohesive brand identities, and engaging digital and marketing materials including email campaigns, websites, and user interfaces. Skilled in Figma, Adobe Creative Suite, and digital media production, with a proven record of growing audiences to 100k+ followers and reaching over 9M accounts. Recognized for combining strong visual design with strategic thinking to deliver impactful user experiences, brand growth, and measurable results.

EXPERIENCE

Digital Media Producer

Instagram (META) • Jun 2023 – Present

- Developed and executed media strategies focused on producing high-quality, engaging content, resulting in follower growth of over 100k and reaching more than 9 million accounts.
- Produced and edited 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 through content monetization opportunities, including the Reels Play Bonus program.

Digital Designer

Guaranteed Rate • Feb 2025 – Apr 2025

- 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 enabling scalable implementation.
- Collaborated with marketing and content teams to deliver cohesive campaigns across email, social, and web platforms, contributing to lead growth and audience retention.

Creative Director & Sr. Designer

DarkBridge Fund • Jan 2022 – Jan 2025

- Developed and executed design-driven marketing materials that aligned with brand standards and supported business growth. (social content, brochures, trade show graphics)
- Translated consumer insights and research into visually impactful customer presentations, partnering with sales and product teams to communicate innovation effectively.
- Created cohesive brand identities and style guides to ensure consistency across digital and print platforms.
- Designed email campaigns and digital templates in Figma, optimizing for cross-platform compatibility and measurable engagement.

Graphic Designer

Chamberlain Group • May 2024 – Sep 2024

- Designed cohesive digital interfaces and marketing materials, including websites and emails, to ensure a unified brand experience.
- Used Adobe XD and Creative Cloud to produce user-focused digital content that increased engagement and supported brand growth.
- Collaborated with the creative team to develop graphics showcasing product features and benefits, including brochures and digital ads.

Graphic Designer

Baxter International • Sep 2023 – Apr 2024

- Created and refined product labeling using Adobe Illustrator, InDesign, and Acrobat, ensuring alignment with brand standards and usability best practices in a regulated healthcare environment.
- Proofread and validated medical device labels in accordance with ISO compliance, utilizing both manual review and electronic comparator tools to ensure accuracy.
- Managed final artwork preparation and workflows, contributing to on-time project delivery in a high-volume, deadline-driven setting.

Graphic Design Intern

Elkay Manufacturing • Apr 2022 – Aug 2022

- Designed and produced digital assets including brochures, infographics, and labels, ensuring consistency with brand guidelines across print and digital.
- Adapted and optimized imagery for major e-commerce retailers and created Product Detail Pages (Amazon, Home Depot, Lowe's, Sinks.com), delivering platform-specific and mobile-first content.
- Collaborated with creative and marketing teams to update and refine assets, aligning with evolving brand style guides and campaign objectives.
- Managed digital asset workflows, delivering production-ready files, maintaining organized libraries, and supporting fast-paced deadlines.

EDUCATION

BFA GRAPHIC DESIGN

Columbia College • Chicago, IL • 3.94/4.0

ADVANCED FIGMA CERTIFICATION

DesignLab • In Progress

SOCIAL MEDIA STRATEGY CERTIFICATION

heyDominik Marketing Agency • May 2023

SKILLS & SOFTWARE

- **ADOBE CREATIVE SUITE:** InDesign, Photoshop, Illustrator, Adobe XD, Acrobat, Lightroom, Premiere Pro, After Effects
- **UI/UX DESIGN:** Figma, Webflow, Interface Design, Wireframing, User Experience, Prototyping, HTML, CSS, JavaScript
- **GRAPHIC DESIGN:** Logo Design, Branding, Print Design, Publication, Packaging, Web Design
- **DIGITAL & MARKETING:** Social Media, E-commerce, Photography, Videography, Content Creation
- **ARTIFICIAL INTELLIGENCE:** MidJourney, ChatGPT, Figma AI, Prompt Writing, Photoshop Generative Fill, AI Image Editing, Adobe Firefly

PROJECTS

Metra App

- UX/UI design for a public transit mobile application focused on accessibility, real-time route tracking, and user flow optimization in Figma.

Chamberlain Ad Campaign

- Designed a multi-platform advertising campaign showcasing smart tech products, including digital ads, brochures, and interactive web graphics.

Elkay Brochure

- Publication design for product catalogs and marketing materials using Adobe InDesign and Illustrator, aligning with corporate brand guidelines.