



980.585.6939

bilalrashaad@gmail.com

bilalrashaad.com

My name is Rashaad Bilal, a very passionate Graphic Designer from Charlotte, North Carolina. My design skills are very exceptional, clean, professional and creative. I'm very detail oriented and consistent with my work. Each project I take on, solo or with a team, I put forth my best effort to make my clients happy and content. I love anything to do with art (and video games) Thank you for your time and consideration! Check out my website for more information.

WORK EXPERIENCE

2017 **Financial Independence Group** (4 years)
2021 **SENIOR GRAPHIC DESIGNER**

- Worked as a part of multiple teams to complete several projects a week for financial advisors.
- One of the main designers on "Connections Magazine" a financial publication created every year.
- While a part of the marketing team in 2019, production and revenue rose over 105% that year.

2015 **Herff Jones** (2 years)
2017 **PRODUCT DESIGNER**

- Reduced production time by multi-tasking to create new Designs for print, social media and web.
- Produced magazine publications while taking creative lead on multiple spreads and covers.
- Created T-shirt designs that brought in over \$16,000 in revenue; more than twice the amount of the previous year.

2012 **Red@28th** (3 years)
2015 **GRAPHIC DESIGNER / UI DESIGNER**

- Boosted customer presence by starting a poster campaign to showcase the bar's new attractions; i.e., food & delivery.
- While leading the graphics department, I created reward cards, subscriptions and discount cards for loyal customers.

2013 **Off Broadway Shoes** (1 year)
2014 **DIGITAL DESIGNER (FREELANCE)**

- Worked with the Director of Marketing to produce a mall signage series that I designed with Photoshop & Illustrator.
- Communicated daily with the lead Webmaster to update products and pages on the companies official website.

2010 **Moxicopy.com** (2 years)
2012 **PRODUCTION ARTIST / GRAPHIC DESIGNER**

- Completely redesigned the brand, from the logo to the website which gave the company recognition online.
- Consistently worked in the printing department to produce prints while color correcting, using full bleed, etc.

SKILLS

- Typography
- Animation
- Illustration
- Video Editing
- Layout
- Digital Illustration
- Photo Editing
- UI Design

AFTER EFFECTS

ILLUSTRATOR

INDESIGN

PHOTOSHOP

- Proficient on both Mac and PC platforms
- Skilled at Microsoft Word and PowerPoint

EDUCATION

Art Institute of Charlotte
BACHELOR'S DEGREE

- Completed graduation with a 3.0 GPA.
- Created a portfolio to showcase at the annual portfolio show in Uptown Charlotte.

AWARDS

DEAN'S LIST AWARD
Art institute of Charlotte

AIGA BOOK AWARD
Herff Jones