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Rashaad Bilal

I have a deep understanding of brand, products and services of each project I manage. Along with collaborating with other design team members to conceptualize new ideas. With the ability to quickly produce multiple and distinct UX/UI elements, I'm able to create responsive web and social media designs that translate seamlessly across all devices.

WORK EXPERIENCE

Financial Independence Group

Senior Graphic Designer (2017 - 2021)

Creative Direction, Print, Digital, Branding and Strategy, Company Re brand, Social Media, UX/UI Design, Magazine Articles, Apparel Branding, Stationery, Video and increased production and revenue over 110% that year while designing with the marketing team.

Herff Jones

Product/Graphic Designer (2015 - 2017)

Print, Social Media, Magazine Articles, Branding and Strategy, Print Management & Color Correction, Project Management, Animation, Apparel that brought in double the revenue from previous years.

Off Broadway Shoes

Senior Product Designer (2013 - 2015)

Product Management, Email Marketing, Digital Marketing, Mall Signage, Advertising, Website Updates and Banners.

Red@28th

Art Director (2012 - 2013)

Art Direction, Advertising, Company Re brand, Consumer Branding, Signage, Website, Social Media, Print and Digital Media.

Moxicopy

*Production Artist/
Graphic Designer (2008 - 2012)*

Print Management, Company Branding, UX/UI Design, Website Layouts, Stationery, Project Management, Advertising and Lead Designer.



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

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PHOTOSHOP

ILLUSTRATOR

INDESIGN

AFTER EFFECTS

SKETCH

MICROSOFT OFFICE