

SHANI AISHA POSTON

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3sugarscreative.com

SUMMARY

Highly-skilled, task-oriented and creative designer with 10+ years experience in design, digital design, social media content creation, web graphics, email marketing design, digital marketing design, designing for the web and more.

WORK EXPERIENCE

Production Designer, Amazon.com

June 2022-August 2022

- Streamlined the design production process, resulting in a 25% increase in output without compromising quality.
- Produced over 500 high-quality graphics and visual assets for enhancing the visual appeal and driving customer engagement in the Back to School and Back to Campus campaigns.
- Successfully collaborated with the marketing and product teams to ensure cohesive branding and messaging across all visual content.
- Managed multiple design projects simultaneously, consistently meeting tight deadlines.

Digital Designer, Victoria's Secret

November 2021 - June 2022

- Ensured all digital assets adhered to Victoria's Secret's brand guidelines while being responsible for updating multiple pages on the website daily.
- Consistently created designs for major seasonal campaigns, including the annual Holiday, Valentine's Day and Semi-Annual Sales, driving significant traffic and sales.

Digital Designer, Viacom

February 2021-May 2021

- Worked closely with content producers and marketing teams to create visually appealing digital content that aligned with campaign goals for launch of the Paramount+ app.
 - Ensured design consistency across all digital channels for campaign assets, including websites, social media, and mobile apps.
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EDUCATION

Columbia College Chicago

Sep 2008 - May 2012

BFA, Graphic Design

KEY SKILLS

- Adobe Creative Suite
- Typography
- Digital Design
- Print Design
- Animation
- Digital Illustration
- Canva
- Project Management Systems
- Designing for the Web
- Visual Branding
- Marketing
- E-Commerce Design
- Social Media
- Video
- Microsoft Office Suite
- Problem solving.
- Creativity
- Attention to detail.
- Excellent writing skills
- Adaptability
- Collaboration
- Time Management