

NAME

TITLE
000-000-0000 / EMAIL / CITY, STATE, ZIP

Profile

To use my freelance creative design expertise to deliver captivating visual solutions, build strong client relationships, and contribute to the success of various projects as a Freelance Creative Designer.

Experience

Freelance Creative Designer - Company / Location

January 2019 - Present

- Collaborate closely with clients to understand project requirements, goals, and target audience, ensuring alignment with their brand vision and objectives.
- Create visually compelling designs, including logos, marketing collateral, websites, and social media graphics, utilizing industry-leading design software and tools.
- Manage all aspects of the project lifecycle, from initial concept development and design iterations to final delivery, ensuring adherence to timelines and client satisfaction.
- Provide ongoing client communication and updates, addressing feedback, incorporating revisions, and maintaining a solid client-designer relationship.
- Stay updated with design trends and industry best practices to deliver innovative and effective design solutions that meet client expectations and drive business success.

Freelance Graphic Designer - Creative Solutions Agency / Location

March 2017 – December 2018

- Collaborated with diverse clients, from startups to established businesses, to develop visual assets, including brand identities, marketing materials, and digital campaigns.
- Translated client requirements into creative design concepts and developed compelling visuals, ensuring consistent branding and effective communication and key messages.
- Managed multiple projects simultaneously, balancing priorities, timelines, and client expectations to deliver high-quality designs within budget constraints.
- Conducted client presentations, effectively communicating design strategies, presenting concepts, and incorporating client feedback to achieve desired outcomes.
- Built and maintained strong client relationships, fostering repeat business and referrals by consistently delivering exceptional design solutions and customer service.

Project Experience

- **Brand identity development:** Created a comprehensive brand identity, including a color palette, logo design, and brand guidelines to establish a solid and cohesive visual presence for a tech startup company to differentiate it from other companies in a competitive market.
- **Website redesign:** Revamped the user interface and visual design on an [eCommerce](#) website to enhance user experience, optimize conversion rates, and align the website with the brand's target audience.

Education

Bachelor of Design (BDes) in Creative Design - Cleveland State University

MONTH 2017

- GPA: LIST
- AWARD
- AWARD

DEPARTMENT - SCHOOL

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Time management
- Client communication and relationship management
- Adaptability
- Quality assurance
- Knowledge of print production and digital file preparation

Licenses & Accreditations

Licenses & Accreditations

- Certified Professional Freelancer (CPF)
- Google Analytics Individual Qualification (GAIQ)
- [HubSpot Inbound Marketing Certification](#)