

# AMANI ELAAMEIR

Brand & Marketing Specialist

## CONTACT



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## ABOUT ME

As a brand and marketing specialist, I use my training as a graphic/UX designer to create impactful marketing and elevate brand identities. I am passionate about connecting consumers to brands and products through storytelling in visual and written modes.

## ADOBE SOFTWARE SKILLS



## EDUCATION

### University of Washington

*Bachelor of Arts* | 2019 - 2021

Major: Interactive Media Design

Minor: Creative Writing

Cumulative GPA: 3.90

### Bellevue College

*Associates Degree: Arts & Sciences* | 2017 - 2019

Cumulative GPA: 3.90

## ABILITIES

- Art direction
- Illustration
- Typography
- Visual Design
- UI/UX Design
- Marketing
- HTML/CSS
- 3D Modeling
- Unity
- Maya
- Adobe CC
- Branding

## EXPERIENCE

### Direct Marketing Specialist

*Islamic Relief USA* | Oct. 2021 - Current

- Led email and mailer marketing efforts generating millions of dollars in donations
- Proposed and led an initiative to reduce Islamic Relief's carbon footprint and promote eco-friendly branding
- Maintain web messaging, branding, and content inline with company initiatives
- Designed and led content messaging, and branding for donation campaigns

### Graphic & UX Designer

*UW Bothell* | Sept. 2020 - June 2021

- Create innovative designs in line with UWB's vision
- Create wireframes, do UX research, and build website pages
- Worked with multiple departments to improve and solidify their branding
- Led the design and creation of an entirely new directory on the UWB website

### Freelance Art Director & Designer

*Self-Employed* | June 2018 - Current

- Worked with a range of clients from restaurants to tech startups
- Created brand identities, logos, graphics, illustrations, typefaces, animations, and more
- Gathered requirements through UX research
- Refined and executed on client ideas