



**karaamat abdullah**  
designer  
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## credentials

**AIGA, The Professional Organization for Design**  
Certified Design Leader (AIGA DL)  
January 2024

**Rutgers University**  
New Brunswick, NJ  
User Experience Design Certificate  
November 2018

**The University of The Arts**  
Philadelphia, PA  
Bachelor of Fine Arts in Graphic Design  
May 2011

**Chestnut Hill Academy**  
Philadelphia, PA  
High School Diploma  
June 2004

## experience

### Lead Graphic Designer, Marketing & Communications

Rutgers University—Camden  
12/2017 - Present

- **Design and art direction:** Strategy, design, and production of print and digital collateral including Google display ads, presentations, strategic plans, OOH advertising, social media content, motion graphics, email messaging, and more for internal/external marketing and communications needs. Special event promotion, and experiential design including signage, and wayfinding. Copywriting as needed. Collaborate with admissions, community engagement, and leadership teams to align campaign visuals with organizational messaging. Recently art directed the *Excel Here* advertising campaign which made over 1.5M impressions at 30th Street Station in Phila, PA.
- **Editorial design:** Art direction and design for *Rutgers—Camden Magazine* print and digital publication, with a readership of over 55,000. Create, edit, and utilize static and motion graphics, GIFs, and existing branding elements for editorial layouts utilizing content management systems: Drupal, WordPress and Shorthand. Effective visual storyteller across print, web, and social platforms. Editorial layout, print production quality control, and creative contributions to photoshoots. Use of AI tools and stock assets as needed.
- **Leadership:** Maintain visual brand consistency across diverse departmental initiatives, strengthening the institution's identity. Established file organization best practices utilizing Box online platform. Manage vendor relationships: review proposals, select vendors for jobs within budget, identify opportunities, and provide creative solutions while working in an ever-changing, deadline-driven environment.

### Senior Graphic Designer

The Greater Philadelphia YMCA  
6/2014 - 12/2017

- **Design and art direction:** Strategy, design, and production for various business needs including advertising campaigns; collateral such as brochures, postcards, flyers, apparel, newsletters, corporate communications, billboard, mall and transit ads, branch and event signage, email, web, and social content, annual report design, fundraising support pieces; logo design; and copywriting as needed.
- **Revamped all branded materials** while working within established guidelines: including a modern rebrand of the 2017 Annual Fundraising Campaign resulting in a **30% boost** in contributions for that year.
- **Successfully transitioned all outsourced design to in-house** as the inaugural graphic designer. Supported corporate headquarters in addition to 19 branch locations in order to meet membership and fundraising goals at an established non-profit organization. Oversaw an intern annually: providing training, direction, feedback, and approvals for jobs. Implemented an organized a production request system.

### Visual Designer

Lehigh Valley Media Holdings  
5/2011 - 6/2014

- **Design, production, and branding:** In-house designer for a marketing holding company consisting of five smaller entities. Created new and edited past advertisements for local and national clients. Full design and layout for quarterly *Montco News Magazine*. Lead branding efforts for all divisions, created sales sheets, presentations, training manuals, stationary, and other collateral for internal and external use.
- **UX Design:** Designed for user experience within mobile applications created for small business clients.
- Worked closely with CEO, Art, and Marketing Directors to complete both print and digital tasks in a deadline-driven environment.

### Brand Ambassador / Experiential Marketing Specialist

Independent Contractor for Various Marketing Agencies serving World-Class Brands  
9/2010 - 12/2018

- **Engagement and brand awareness:** Sub-contractor for branded activations launched by global entities including Chevrolet, Fox, Nike, Coca-Cola, AT&T, ABC, Verizon, Virgin Mobile, Microsoft, Gatorade, Budweiser and many others. Worked as an ambassador and 'face' of the brand to ensure that consumers have memorable, positive experiences during festivals, sporting events, concerts, and other guerilla-style marketing campaigns by way of various experiential marketing agencies.
- **Event production:** Production assistance, recaps, guest relations, product sampling, giveaways, VIP guest interaction, survey data retrieval, photography, guerilla marketing efforts, and other tasks as assigned.
- Acquired insight on experiential marketing, design, wayfinding signage, tactics, trends; and their effectiveness on consumers of brands both large and small. Developed interpersonal, team lead, and management skills.

## skills

### Design and Creative:

**Adobe Creative Suite:** Photoshop, Illustrator, InDesign, XD, After Effects, Express, Firefly, Bridge, Premiere, Acrobat  
**UX design:** Figma, Sketch  
**Digital content platforms:** Canva, Wix  
**Mastery of typographic principles**  
**Branding and identity design**  
**Creative and strategic advertising**  
**Annual report, magazine, and executive level publication production**  
**Data visualization and infographics**  
**Wayfinding and signage production**  
**Proficiency in copywriting**

### Technical:

**Microsoft Office software**  
**Email design platforms:** Mailchimp, Constant Contact  
**CMS:** WordPress, Shorthand (proficient) Drupal (intermediate)  
**Social media:** Cross-platform strategy, management, and content creation  
**Google display ad design:** Animated GIF and static  
**Photography**  
**Audio/video content editing**  
**Generative AI**

### Interpersonal and Industry:

**Collaborative team player with a positive, solution-oriented mindset**  
**Provides and receives constructive feedback to support continuous team improvement**  
**Commitment to remaining current with creative and industry trends**  
**Passionate about mission-driven, community-focused, results-oriented work**  
**Experienced in managing vendor relations**  
**Extensive experiential marketing, event production, promotional, engagement, and brand awareness experience**