

minahabibi

designer • photographer • creative director

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Professional Skills

- Expert level of proficiency in Adobe CC Design Suite (InDesign, Photoshop, Illustrator, Bridge, Lightroom)
- Print and digital communications materials design including brochures, posters, media and tool kits, campaign graphics, logos and branding, annual reports, newsletters, packaging, social media graphics, emails, websites and landing pages, and more
- Design project life cycle management including concept creation, design execution, vendor procurement, prepress and print management, and archiving
- Strategic communications planning for seasonal/annual campaigns, multi-channel campaigns, programs, launches and other promotional needs
- Art direction and training for junior designers
- Graphics hardware and software management
- Event, headshot, personal branding and editorial photography
- Budgets and production schedule preparation and management
- Print estimate preparation, coordination and scheduling of printing, proof review and approval, and printer and other vendor relationship management
- High level of proficiency in Microsoft Office, Google Docs, WordPress, CMS systems and various email platforms

Awards

Graphic Design USA 2016
American Health & Wellness Design Competition
Identity and Website - Invoking Shakti

Graphic Design USA 2014
American Health & Wellness Design Competition
Identity and Website - No Place Like Om

Graphic Design USA 2005
American In House Design Competition
Identity Package - Northern Virginia Community College

References available upon request.

Professional History

Shabibi Creative Services

Creative Director | 6/2002 – Present

- Create print and digital communications materials for a variety of industries including human services nonprofits
- Strategize and build brands
- Strategize and plan communications for events, seasonal and annual campaigns and launches
- Manage clients, projects and the design life cycle

Center for the Arts Manassas

Marketing and Design Specialist | 8/2016 – 4/2017

- Created print and digital communications in coordination with multiple departments for the Center's education, gallery, theater and overall marketing needs
- Developed multi-channel Giving Tuesday and Year End Giving campaigns
- Created theater performance multi-channel marketing promotions

Christian Relief Services Charities

Senior Graphic Designer | 6/2006 – 6/2015

- Managed brands and all aspects of graphic design for five human services nonprofits
- Strategized and designed email marketing campaign to increase email list size to over 20,000 emails
- Strategized and designed seasonal and annual multi-channel marketing campaigns for advocacy and donations for three human services nonprofits

Northern Virginia Community College

Senior Graphic Designer | 8/2003 – 8/2005

- Created official college branding and identity
- Art directed photoshoots to create library of images for marketing purposes
- Managed graphics department hardware and software needs

Education

BFA Graphic Design 2000
Summa Cum Laude
Old Dominion University, Norfolk, VA

Certificate in Branding
HOW Design University