

EXPERIENCE

Patricia Hajjar Creatives – Graphic Designer

FEB 2024 – PRESENT

Conan MedTech conanmedtech.com

- Designed and built a responsive website highlighting product features and concussion statistics to attract investors.
- Coded website to be fully responsive with SEO integration.
- Developed brand guidelines: color palette, iconography and typography.
- Designed Instagram grid and social banners for cross-platform branding.
- Designed pitch deck presented to investors communicating business strategy, profit projections and concussion statistics.

Corazón Norte corazon-norte.com

- Designed and built a responsive website for all services as well as an e-commerce site experience.
- Developed brand guidelines: color palette, patterns, icons, typography, logos.
- Designed custom illustrations for stickers & merch store.
- Developed a multipage Toolkit for Immigration and Human Rights Advocates, in both English & Spanish (digital + print-ready versions)
- Designed Thank You cards for gift boxes followed up by an Instagram reel with voiceover promoting the store.
- Designed documents for those impacted by immigration system (ICE raids, family preparedness, etc) containing coping skills and tips.

Proverbs University proverbsu.com

- Completed a full website design and build highlighting the program's courses and certifications with interactive hover features.
- Developed layout and custom page-by-page design for the Corporate Training Certification Brochure Program, as well as three additional brochures and a workbook with custom infographics.
- Designed a multipage full service brochure summarizing the certification programs with a welcome message, mission statements, TOC and chapter breaks to help guide the user.

Joybird Los Angeles, California, USA – Graphic Designer

FREELANCER MAR 2024 – PRESENT | FEB 2021 – FEB 2024

- Lead designer for Joybird retail stores nationwide: in-store signage, posters, billboards, large scale graphics and customer facing material.
- Designed vinyl graphics for retail stores encouraging photo ops & organic marketing on social media.
- Double exposure opportunities included partnership campaigns: designing dedicated emails, landing page & in-store signage for collabs with Sherwin-Williams, Mattel/Barbie and Dani Dazey.
- Designing for social media: Pinterest ads and Instagram stories encouraging engagement, site traffic and online sales.
- Lead designer for trade programs, DM postcards, in-store catalogs.
- Wireframed and designed seasonal sale landing pages to entice old & prospect customers to make a purchase.

The World's Greatest Vacations NY, USA – Freelancer

MAY 2022 – PRESENT

- Designed decks for travel companies pitching the successful history of TWGV, its omni-channel platform and benefits of the partnership.
- Designed sample mailers & postcards to pitch to clients using their style guide, typography, imagery and brand voice.
- Created email blasts using new html templates.
- Designed multi-page Media Kit and Digital Growth Infographic highlighting benefits to partnering with TWGV.

CONTACT

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SOFTWARE

Adobe Photoshop, InDesign, Illustrator, XD, Dreamweaver (HTML & CSS), After Effects, Bridge, Premier Rush, Canva

Wix, Squarespace, WebFlow, Wordpress

Google Docs/Sheets/Slides, Microsoft Office

Asana, ProofHQ, Basecamp

LANGUAGES

Native: English, Arabic

Limited: Armenian

EDUCATION

Woodbury University

BFA in Graphic Design | MAY 2017
Burbank, California, USA

Dora E. Kirby Award, highest undergraduate honor