



Amira Maruf

Graphic Designer

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+ [Click me!](#)

EXPERIENCE

- **Freelance Graphic Designer / A.M. Design / Aug 2014 -**
Manages and renders comprehensive design service to various industries including architecture, education, non-profit organizations, small businesses, and marketing. Provides design solutions by devising design strategies and executing creative briefs for clients ahead of deadlines. Oversees full scope of the design process from ideation to completion utilizing Adobe CC.
 - Expanded on existing projects and enhanced product usability.
 - Optimized materials and reduced waste.
 - Consistently delivered aesthetically pleasing works resulting in increased client satisfaction.
- **Experiential Designer / DLR Group / May - July 2020**
Presided the generation of user experiences through illustrative signage for elementary schools in MBUSD. Presented visual aids and graphics for client selection while meeting deadlines.
 - Successfully completed 34 signage illustrations for three elementary schools in Manhattan Beach Unified School District within three months; reduced production time.
- **Instructional Design Assistant + School of Art Designer + Graduate Teaching Fellow / University of Houston / Aug 2018 - May 2020**
Designed print and digital assets in addition to editing content and copy. Printed and assembled print collateral and ensured all institution branding to standards. Developed brand identity, catalog, gallery graphics, and marketing material for the 41st MFA thesis show and graduate exhibition for the Class of 2019. Coordinated meetings with faculty and artists.
 - Assisted patrons and clients of the University of Houston: Arts and Technology Center.
 - Maximized foot traffic to events through effective marketing strategy and development.
- **Research Assistant / William R. Jenkins Architecture and Art Library / May 2018 - May 2020**
Supported academic research of patrons, maintained and provided information in digital and traditional formats, in addition to designing marketing collateral for events. Trained undergraduate employees and assisted with boosting efficiency while conducting research and assisting students. Maximized foot traffic through effective marketing events.
- **Graphic Designer / Penny Appeal USA / Jan - July 2019**
Designed visual aids to assist residents in Tharparkar, Pakistan locate solar-powered water wells in their community. Prepared yearly annual report to keep shareholders and prospective investors abreast of developments along with marketing materials for fundraisers.
 - Visual aids improved locating solar-powered water wells in Tharparkar, Pakistan

EDUCATION

+ *Feel free to ask about my exhibitions, abroad residencies, and design awards.*

University of Houston 2017 - 2020

Masters of Fine Arts in Graphic Design, GPA: 3.76 / 4.0

University of Houston 2013 - 2017

Bachelor of Arts in Communications, GPA: 3.47 / 4.0

SKILLS

Print Production, Product Design, UX/UI Design, Experiential Design, Branding and Identity, Product Strategy, User Research and Testing, Visual Design, Web Development, Art Direction, Front-end Development, Typography, Illustration, Copywriting

TOOLS

Adobe CC, Sketch, Figma, Invision, Notion, Microsoft Office, HTML