

# EXPERIENCE

# **DIGITAL PRODUCTION ARTIST / UI DESIGNER**

Shutterfly/Snapfish - Oct 2019 - March 2024

- Managed digital assets across a wide range of products and brands in order to innnovate the customer experience/journey.
- Collaborated and improved the UX and UI experience of all content management tools to increase efficiency.
- Conceptualized and designed UI for internal tools to improve the user journey and optimize timelines and capabilities.
- Developed a UI mockup that improved data management and organization, resulting in decreased steps in the production process.

### **VISUAL DESIGNER**

Zebra Technologies - April 2018 - Nov 2018

- Crafted user-centric web assets to enhance the company's digital identity, brand resonance, and user experience.
- Implemented a company rebranding effort to align assets with a cohesive user-focused messaging strategy.
- Contributed to the development and maintenance of design systems and UI libraries, promoting scalability across all digital assets and platforms.
- Created 3 inforgraphics to market our B2B supply chain process in order to help users understand complicated processes and potential efficiencies from using our products.

## WEB EDITOR / DESIGNER

Ravinia Festival - March 2017 - April 2018

- Optimized online presence for Ravinia, an outdoor music venue, through strategic updates, user-friendly updates, and targeted email campaigns to ensure intuitive experiences.
- Collaborated with cross-functional teams to implement digital campaigns to enhance user engagement both online and physically.
- Achieved company sales objectives by executing advertising and conversion strategies, resulting in a revenue increase of \$7k.

# **GRAPHIC / WEB DESIGNER**

Bravura Advertising - Jan 2016 - Feb 2017

- Enhanced user experiences and engagement across a national customer base using brand-centric design to increase revenue and sales.
- Oversaw updates to a portfolio of 60+ clients and brands to ensure consistency of user-focused designs.
- Orchestrated monthly social media campaigns with a \$2k budget to amplify engagment and growth.

### **EDUCATION**

### PURDUE UNIVERSITY

BACHELOR OF ARTS (B.A.) MAY 2015

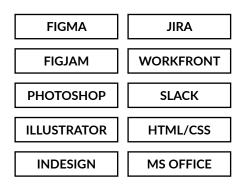
### MAJOR

VISUAL COMMUNICATIONS DESIGN

### MINOR

ORGANIZATIONAL LEADERSHIP AND SUPERVISION

# TECHNICAL SKILLS -



## CONTACT

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