



ALINA AVANESIAN

WEST HILLS. CA



**GRAPHIC DESIGNER | DIGITAL MARKETING
CREATIVE | BRAND & SOCIAL MEDIA DESIGN**

CORE SKILLS

- **Graphic Design & Visual Communication**
- **Brand Identity & Brand Guidelines**
- **Social Media Content Design**
- **Instagram, Facebook, LinkedIn & TikTok Graphics**
- **Newsletter Design**
- **Presentation Design**
- **Layout & Typography**
- **Marketing Collateral Design**
- **Photo Editing & Retouching**
- **AI Design Tools & Creative Workflow Optimization**

PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer with experience developing visually engaging digital and print assets for brands, marketing campaigns, and social media platforms. Skilled in creating branded content, social media graphics, email marketing materials, newsletters, presentations, and marketing collateral that communicate ideas clearly and elevate brand identity. Strong understanding of layout, typography, visual storytelling, and design consistency across multiple platforms. Experienced using Adobe Creative Suite and AI-powered creative tools to improve workflow and bring concepts to life.

PROFESSIONAL EXPERIENCE

- Freelance Graphic Designer
- Created branded visual content for businesses including social media graphics, advertisements, promotional materials, and digital marketing assets.
- Designed creative solutions across multiple platforms including Instagram, Facebook, LinkedIn, and digital campaigns.
- Created email marketing graphics, newsletters, promotional banners, and campaign visuals.
- Designed client-ready presentations, brochures, flyers, and marketing collateral.
- Collaborated with clients to transform creative ideas into polished and engaging designs.
- Used AI-assisted design tools to explore concepts, improve efficiency, and support creative development.

Creative and detail-oriented Graphic Designer with experience developing impactful digital and print designs that support marketing goals. Skilled in creating engaging visual content for social media, websites, email campaigns, newsletters, and promotional materials. Strong understanding of typography, layout, composition, and visual storytelling with the ability to transform ideas into polished, brand-focused designs. Experienced managing multiple creative projects while maintaining quality, consistency, and deadlines. Passionate about creating visually compelling designs.



CONTACT

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EDUCATION

**California State University,
Northridge 2014**

**Bachelor of Arts in Multimedia &
Photography**

Focused on visual design, digital media, and content production



DESIGN SOFTWARE & TOOLS

Adobe Photoshop, Adobe InDesign
Adobe XD, Canva, Constant Contact /
Email Marketing Platforms
AI Creative Tools (ChatGPT, Adobe AI
tools, etc.), Microsoft Office & Google
Workspace