

# MO CAMARA

Senior Graphic Designer

Multi-talented creative with a portfolio showcasing work across all media, including print and digital. Strengths include graphic design, branding, and building engaging user experiences. Passionate about story-telling and translating concepts into finished products. I can work independently and collaboratively on a dynamic team.

## EDUCATION

**Finance, B.S.** - New Jersey City University, 2009

**Google UX Design Professional Certificate** - Coursera, 2024

## SKILLS

- Self-starter who thrives in a fast-paced environment
- Expert Design skills
- Knowledge of current developing trends in Design
- Comfortable receiving and giving feedback
- Proven time-management skills
- Ability to communicate design decisions clearly

## SOFTWARE

- Figma
- Adobe CS (Photoshop, Illustrator, InDesign)
- Microsoft Office
- Wordpress (HTML, CSS)
- Google Workspace
- Project Management Systems (Asana, ClickUp, Wrike)

## EXPERIENCE

*Freelance Email Designer (Part-Time)* • December 2023 - Present

### **Inbox Stars**

- Design email templates that align with the client's existing identity and message.
- Optimize email layouts for various devices and email apps to ensure consistent rendering.
- Incorporate engaging visuals, such as typography, and GIFs to increase recipient engagement.
- Work with copywriters and marketers to ensure the designs complement the email's content and objective.

*Senior Interactive Design Lead* • April 2020 - Present

### **Scandinavian Tobacco Group**

- Produce high-quality user experiences through flow diagrams, wireframes, and prototypes.
- Lead a team of designers to conceptualize and implement high-impact user experiences.
- Collaborate with engineers, project managers, and front-end developers to execute designs for growth.
- Use qualitative and quantitative analysis techniques to continually improve the user experience.

*Graphic Designer* • August 2017 - February 2020

### **Snap+Style Business**

- Create Keynote presentations for prospective clients
- Design web banners, emails, print ads, and all things related to marketing.
- Integrate UX best practices and develop wireframes

*Visual Designer* • September 2015 - March 2016

### **IBM**

- In conjunction with the marketing team, designed all collateral (PowerPoint decks, event signage, emails, etc.) to an established look and feel.
- Worked with printers, programmers, developers and other technicians to complete final products.

*Freelance* • April 2011 - May 2020

### **First Class Design Studio**

- Manage multiple projects, delivering quality design assets.
- Develop graphics from ideation to delivery.
- Design projects ranging from branding, print design, and web design.
- Translate customer requirements into visually appealing graphic products while adhering to deadlines.