

Mo Camara

Senior Graphic Designer

Portfolio: www.mocamara.com | mo@mocamara.com | 551-697-0021 | Philadelphia, PA

Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Art Direction, Branding, ChatGPT, Clear Communication, Email Marketing, Figma, Generative AI (Adobe Firefly, Google Gemini), Graphic Design, HTML/CSS, Image Manipulation, Photo Editing, Print Design, Project Management, Typography, UX/UI, Visual Design, Web Design, Wordpress

Professional Experience

Scandinavian Tobacco Group | Senior Interactive Design Lead April 2020 - Present

- Create on-brand emails, print, and digital design assets to support brands and drive engagement.
- Design original concepts for social media visuals, website graphics, and email marketing.
- Lead web design in Figma, creating clean, scalable design systems to support web-ready implementation.
- Create wireframes, prototypes, and responsive layouts for web and mobile experiences to enhance usability and engagement.
- Manage multiple projects simultaneously while meeting deadlines.
- Influence key stakeholders through clear and effective communication to defend design rationale.

Inbox Stars | Email Designer (Contract) December 2023 - June 2025

- 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.

Snap+Style Business | Visual Designer August 2017 - February 2020

- Designed responsive UI for a personal stylist app, balancing business goals with user needs while collaborating closely with developers and business partners.
- Created interaction flows and prototypes that reflected brand vision and supported dynamic personalization.
- Applied inclusive, user-first design principles across the product lifecycle, ensuring high-quality experiences on both desktop and mobile platforms.
- Explored opportunities to apply emerging technologies to enhance usability.

IBM | Visual Designer September 2015 - March 2016

- Iterate and deliver high quality visual designs for the IBM Watson brand.
- Craft visual experiences that aid in communicating complex concepts.
- Work closely with developers, printers, and cross-functional partners to ensure consistent execution and scalability of design solutions.
- Contributed to design event design (physical and digital), including environmental graphics, stage visuals, event activations, and presentation materials.

Education

NEW JERSEY CITY UNIVERSITY
Bachelor's of Science in Finance

Jersey City, NJ