

Saima Hussain

Atlanta, GA • saimahussain12@gmail.com • linkedin.com/in/saima-hussain-6644011ba • www.saimahussainmir.com

An with a background in the field for 10 years and experience in varying areas, ranging from Graphic Design, Motion Media Design, Film Production to UX Design, I believe in blending knowledge from all domains which has helped me to explore various aspects of design and the industry. With proven strength in concept development and carrying it through impeccably, I have the knack of creativity and the skill sets required to execute those ideas.

WORK EXPERIENCE

Daffodil Studios • Virginia / Atlanta

Creative Director • 12/2023 - Present

- Developed creative direction for the film, creating mood boards, color palettes, typography and overall visual style, while collaborating with the Director and Producers, helping them carry out their vision.
- Built a cohesive creative team by leading the recruiting process and integrating key department heads, fostering a collaborative environment within 2 months and managing a creative team of 6 people.
- Crafted digital marketing strategy and assets, enhancing brand visibility and driving audience engagement across multiple platforms. Designed and delivered detailed decks and pitches for internal and external stakeholders.

Ammunition Agency • Atlanta, GA

Art Director / Visual Designer • 04/2023 - 12/2023

- Played a key role in driving the design direction and creative strategies for major campaigns, while ensuring innovative and on-brand solutions for clients that enhanced client visibility and engagement, both online and offline.
- Worked closely with cross-functional teams (copywriters, strategists, developers) to deliver cohesive and on-brand creative solutions for client campaigns, aligned with their vision and business goals.
- Produced web design, design systems and marketing assets for socials (LinkedIn, Facebook, Instagram, X), newsletters, print ads, merchandise, and trade shows for clients like LG, Westlake, Georgia Pacific, ATD, and Atlanta Hawks.

EON Reality • Irvine, California

Creative Lead • 09/2022 - 04/2023

- As an in-house Design Lead, developed compelling graphics for websites, social media campaigns, and marketing collateral (print & digital), enhancing the company's online presence and brand visibility. Trained new marketing interns to use tools like Midjourney, ChatGPT and Canva.
- Produced and edited high-quality video case studies showcasing EON Reality's VR/AR products, tailored for YouTube, international conferences, and client presentations.
- Shared monthly creative solutions with the CEO and developers, on improving the customer experience, retention and satisfaction. Evaluated and tested the new prototype to reiterate.

BET: College Hill SS2 • Montgomery, Alabama

Production Design Assistant • 08/2022 - 10/2022

- Assisted the Production Designer in conceptualizing and executing the visual look of sets for the reality TV show, ensuring alignment with the creative vision set by producers, while maintaining clear communication between the vendors and production staff.

SKILLS

Ableton, Adobe AfterEffects, Adobe Audition, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Photoshop, Adobe Premiere Pro, Adobe XD, AI Tools, Animation, AR, Art Direction, Brand Identity, Branding, Campaign, Cinema 4D, Color Grading, Concept Development, Concepting, Creative Direction, Creativity, Design Systems, Figma, Film Production, Graphic Design, Illustration, Interaction Design, Marketing, Mentoring, Merch Design, Motion Graphics, Photography, Pitch Presentations, Print Design, Processing, Product Design, Production Design, Social Media, Storyboarding, Teaching, Template Design, Typography, User Research, UX Design, Video Editing, Video Production, Web Development, Wireframing

Language: Arabic, English, Hindi, Kashmiri, Urdu

EDUCATION

Savannah College of Art & Design

M.A in Motion Media Design
Savannah & Atlanta

Symbiosis Institute Of Design

B.Des in User Experience Design
Pune, India

AWARDS & SCHOLARSHIPS

Top 5 Album Cover of 2020 - TIFA

- Assisted the Production Office with ensuring the efficient setup and breakdown of sets, logistical tasks - including managing emails, organizing schedules, and providing administrative support to streamline production workflows.

Boxout.FM • New Delhi, India

Art Director & Graphic Designer • 01/2019 - 07/2022

- Managed the full creative process from concept development to final execution, ensuring that all designs aligned with brand guidelines and project objectives, while enhancing audience engagement and boosting brand visibility for the radio station.
- Organized and delivered high-quality assets still and motion graphics for various projects, contributing to Boxout.fm's dynamic visual identity for music festivals, event promos, album artworks, editorial work and visualizers, , ensuring timely handover according to tight deadlines.

SSMD Design School • Srinagar, Kashmir

Guest Lecturer • 11/2018 - 12/2018

- Taught introductory Fashion Illustration and Photoshop to freshman students, design principles and software tools essential for fashion illustration.
- Designed and delivered engaging lesson plans to foster creativity, build confidence in their artistic abilities and technical proficiency, while adapting content to suit beginner-level learners.

PaceWisdom • Bengaluru, India

UX / UI Intern • 12/2017 - 04/2018

- Assisted senior designers with UX research, conducting client interviews to gather insights into user needs and expectations for their products. Analyzed client feedback to understand pain points and user requirements, ensuring these insights informed design decisions.
- Worked closely with the design team to ensure that user requests and feedback were accurately translated into actionable changes for the product website.

Toadsuck • Pune, India

Graphic Designer • 01/2017 - 10/2017

- Created visually compelling digital collateral, including ads, banners, and social media assets, for clients in the food & beverage and tech sectors. Also, developed in-house branding for the company.

TWO Design • Pune, India

Graphic Design Intern • 09/2016 - 11/2016

- Assisted senior designers in developing brand identity concepts for diverse clients, gaining hands-on experience in the ideation and conceptualization stages of brand development.
- Supported the creation of compelling pitch presentations tailored to each client, showcasing unique design solutions and brand strategies.

Loudbeetle • Srinagar, Kashmir

Art Director • 05/2012 - 03/2014

- Developed strategic approaches for each event, incorporating creative and innovative ideas to elevate the attendee experience and reinforce Loudbeetle's brand.
- Managed event venues to ensure seamless operations, coordinating logistics and optimizing space for attendee engagement and enjoyment.

Won over 15+ Interschool & Interstate Art Competitions

VOLUNTEERING & LEADERSHIP

AIESEC - Global Volunteer

- Lima, Peru

During my short career break, I had the opportunity to pursue AIESEC Leadership Development Experience through a Global Volunteer Program in Peru. I worked with the Social Responsibility Department at HAUG S.A., a Construction Engineering Company, where I volunteered for various projects, like - Teaching English in various local schools, Art Therapy for Senior Citizens and Children, Animal Rescue, Sustainable Development Goal Climate Action and Outreach Programs for Single Mothers.

Symbiosis Institute of Design - Guest Relations Department Lead

- Pune, India

PROJECTS

Valee Clothing Brand

Established a clothing brand Valee which aims on merging traditional hand local hand embroidery from Kashmir with western wear. The idea is to empower local artists and preserve culture.

KashKod Monthly DJ Residency

Running a monthly residency by the name of KashKod on Boxout.FM, where I showcase my mixes and have had guest mixes by other eminent DJ's.