

# Soophia Hussain

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Washington, DC, Willing To Relocate

Highly motivated and results-oriented Graphic Designer with 5+ years of experience in creating impactful marketing assets across digital and print platforms. Proven ability to build strong client relationships, effectively lead and manage a team, and consistently deliver high-quality work with meticulous attention to detail. Eager to contribute to an environment where I can leverage my design expertise to create innovative and memorable brand experiences.

## PROFESSIONAL EXPERIENCE

### JOHNS HOPKINS SAIS RETHINKING IRAN | BRANDING DESIGNER

Washington, DC • Dec 2022 – Dec 2024

A research and academic initiative examining contemporary Iranian politics, society, economics, and foreign policy. I led all aspects of marketing and communications, including graphic design, social media management, event planning, and strategic outreach, while collaborating with other departments across Johns Hopkins SAIS.

- Redesigned the initiative's website homepage using Figma and Squarespace. The new design increased user engagement and decreased the bounce rate by more than 30%.
- Created visually striking podcast branding using Adobe Illustrator and produced a professional podcast intro sequence using Adobe Audition to enhance the podcast's quality and attract new listeners by using persian lettering in the design and jazz music in the intro to relate to the Iranian diaspora experience.
- Developed a comprehensive design suite, including print and digital materials, to promote Rethinking Iran's book launch for "How Sanctions Work: Iran and the Impact of Economic Warfare". The successful event attracted 250 attendees.
- Designed unique and eye-catching swag, including a popular tote bag featuring diverse portraits of Iranian individuals, to increase brand visibility and generate revenue.
- Created and edited various videos using Adobe Premiere to promote events and increase social media engagement, resulting in a 48% increase in followers.
- Developed and implemented systems to streamline event registration, including attendee tracking, calendar integration, and automated reminders, resulting in a 35% increase in event attendance.
- Streamlined project management and team collaboration by organizing assets, implementing Asana for project tracking, and providing detailed training to team members, enhancing overall team efficiency and productivity.

### SJ DESIGNS | FREELANCE GRAPHIC DESIGNER

Washington, DC • Oct 2021 – Present

A design brand specializing in branding, graphic design, and web design. I founded the SJ Designs brand for my freelance design services. I was responsible for all aspects of business operations, including client acquisition, project management, and financial management.

- Redesigned a restaurant menu, incorporating Hemingway-inspired elements to create a unique and visually appealing design. The menu received positive media attention.
- Redesigned DJ Pat Premier's website, incorporating motion graphics and a unique aesthetic to enhance brand presence and drive audience engagement.
- Redesigned SAIS Emerging Technologies' branding and website, creating a visually striking logo and incorporating engaging interactive features to enhance the user experience on the website.
- Designed a distinctive branding package for the SAIS Middle East Focus Area using Illustrator. The new branding led to a successful welcome reception and high attendance rates at subsequent events.
- Created a dynamic hero video for a nail salon website using Adobe Premiere, leveraging client footage and Adobe Stock resources to emulate the client's desired aesthetic.
- Created a visually striking rave party flyer for the Banditos Bar, utilizing Midjourney AI and innovative typography techniques

## **VAJ DESIGN | GRAPHIC DESIGNER**

Atlanta, GA • Dec 2022 – Dec 2024

A small creative agency specializing in branding, graphic design, and web design. I worked as an independent contractor for VAJ Design.

- Designed visually appealing print materials, including a flyer and retractable banner, for Goodbrows Cosmetics, creating a professional and engaging brand presence at trade shows and events
- Conceptualized and crafted a dynamic array of visual assets, including logos, web designs, social media graphics and more for various design firm clients

## **DIAMOND EVENTS | CLIENT MANAGER, GRAPHIC DESIGNER**

Leesburg, VA • Jan 2021 – Oct 2022

A premier event planning and production company specializing in creating high-end and memorable experiences. I was responsible for client communication, event logistics, and the creation of event signage and marketing materials.

- Enhanced company image via social media, marketing materials, and website redesign as well as created diverse print design projects for clients

## **CUSBAH RESTAURANT | OWNER**

Washington, DC • Jul 2012 – Dec 2020

A renowned Pakistani/Indian restaurant offering authentic cuisine and a vibrant atmosphere. I was a founder and managing Partner of Cusbah Restaurant, responsible for all aspects of restaurant management, from culinary development to customer service, while also leading all design and marketing efforts.

- Directed the success of a restaurant over an 8-year span, focusing on branding, accounting, product innovation, operational efficiency, and HR management
- Designed print and digital brand assets, including but not limited to the restaurant logo, website, menu, gift card and event flyers
- Managed and curated all social media content, driving business promotion and sales growth through strategic online engagement

## **QUALIFICATIONS**

### **DESIGN TOOLS**

Adobe, Adobe Creative Suite, Photoshop, Illustrator, InDesign, Audition, After Effects, Premiere, Webflow, Figma/FigJam, Canva, Asana, Slides, Docs, Sheets, Word, Excel, Powerpoint, 3D Modeling & Rendering, Mailchimp, GenerativeAI, Midjourney, GPT, OpenAI, Google Workspace, Google Analytics.

### **SKILLS**

Brand Development, Graphic Design, Marketing, Operations Analysis, Team Work, Customer Service, Human Resources, Web Design, Decision Making, Team Leadership, Complex Problem Solving, Critical Thinking, Team Building, Digital Media, Brand Consistency, Branding, Video Editing, Podcast Editing, Event Planning, Event Marketing, Accessibility, Competitor Research, Creative Content

## **EDUCATION**

**ASSOCIATE OF ARTS GRAPHIC DESIGN | RASMUSSEN UNIVERSITY**

Bloomington, MN • Jan 2020 – Mar 2022

**BACHELOR OF ARTS FOREIGN AFFAIRS | UNIVERSITY OF VIRGINIA**

Charlottesville, VA • Aug 2009 – May 2012

**References Upon Request**