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Qamile Dani
A multidisciplinary designer who focuses on brand systems and campaign design

Recent Experience

Highwire PR, Senior Designer
Feb 2024 — Present, NYC

I develop design solutions across web, social, email, and print mediums, ensuring alignment with client brand standards and business goals. I create wireframes and interactive prototypes for presentations and user testing, and present designs to both account teams and clients, clearly explaining decisions to both creatives and non-designers. I support marketing and new business initiatives, including pitch decks and website updates, while brainstorming creative concepts independently and with account teams. I ensure adherence to Highwire's visual brand in all communications, provide mentorship to junior designers and digital teams, and manage time and priorities effectively across clients and internal teams. I oversee the hiring, onboarding, and offboarding of design interns, and review and manage their work daily.

Avoq, Senior UI/UX Designer
Jun 2023 – Jan 2024, NYC

I developed and implemented brand identity systems and guidelines while mentoring designers and providing creative direction. I served as the main design liaison with clients and consultants, fostering interdisciplinary collaboration within the team. I contributed to brainstorming sessions for new business and client projects, stayed updated on industry tools and best practices for efficient workflows, and managed diverse projects and timelines to surpass client expectations.

Kivvit, Senior Design Associate, Trainee Manager
Dec 2021 — May 2023, NYC

I created high-quality print and digital content within brand style guides, translating business goals into visually engaging content across various formats. I managed projects to meet deadlines, objectives, and budget, led meetings to discuss design objectives with clients, and participated in brainstorming sessions for new business and client projects. Additionally, I oversaw the hiring, onboarding, and offboarding of design trainees, and managed and reviewed their work daily.

Awards & Recognitions

Muse Creative Awards, Augusta University
2022 Silver Winner

Brand Strategy Campaign Silver Winner

EDM Awards, Augusta University
2022 Winner

Gold Educational Digital Marketing Award

dotComm Awards, FIT
2021 Honorable Mention

Digital Marketing | Social Media Campaign

Skills

+ Accessibility Principles
+ Art Direction
+ Branding and Identity
+ Campaign Execution
+ Color Theory
+ Design Principles
+ HTML/CSS Javascript
+ Image Editing
+ Industry Standard Tools
+ Longform and Report Design
+ Motion and Animation
+ Presentation Design
+ Print and Digital Media
+ Project Management
+ Social Design and Strategy
+ Web Design Principles

Softwares

+ Adobe Creative Suite
+ Asana
+ Canva
+ Dropbox
+ Figma/Figjam
+ Framer
+ Google Workspace
+ Invision
+ Lottie
+ Microsoft Suite
+ Principle
+ ProtoPie
+ Slack
+ Squarespace
+ Webflow
+ Wix

Education

FIT, Certification in User-Interface
2022

Parsons New School of Design, BFA in Communication Design
2014 – 2018 (Dean's List)