



Rabia Hussain

Visual Artist | Designer

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Experience

8+ years of experience in Advertising & Marketing, Branding, Corporate Identity & Freelancing

Senior Graphic Designer
April 2022 – Present

Vertigo Media Group | Ux/UI + Design | Bohemia LI, NY

Creative leader with experience at Vertigo Media Group, training and directing interns and junior designers. Spearheaded the creation of comprehensive campaign collateral, including wayfinding signage, posters, flyers, and print/digital ads. Designed social media content, brochures, logos, brand style guides, blog imagery, podcast and YouTube thumbnails, Google and targeted banner ads, and managed websites.

Director of Education
July 2023 – Part Time

Vyynl Ventures | Junior High School Design Program | NY

Managed and directed a team of instructors and program supervisors, implementing comprehensive training and coaching strategies. Lead and overlooked the execution of internal academic training programs. Conduct classroom observations to ensure teaching standards are met. Conduct interviews and fulfilled roles for design instructor positions.

Graphic Designer
August 2021 –
April 2022

Lunchbox Tech | Contract | Ux/UI + Design | Remote

Managed multiple client projects concurrently, utilizing Figma and Adobe Suite to create a diverse array of on-brand digital and print content. This included marketing materials, email campaigns, newsletters, FAQ landing pages, social media posts, and ads designed to drive user engagement and promote app usage, along with physical assets like floor and window decals to foster business growth for clients.

Design Instructor
February 2014 – March 2022

Research Foundation CUNY | Supplemental Teaching | New York, NY

Lead PAL (Peer Assisted Learning) lectures and learning activities in college. Trained students Adobe programs such as Photoshop Illustrator and InDesign, desing principles and techniques. Facilitated instructors in class with supplemental instruction for students.

Brand Designer
June 2020 – Jan 2021

thisislaisa LLC | Remote

Conceptualized and created the brand identity and font for thisislaisa LLC. In addition, expanded the brand identity with a complete stationery set for the sub brand This is Me, a scholarship program for emerging artists in college.

General Manager / Instructor
April 2019 – May 2020

Vyynl Ventures | After-school Design Program | NY

Creating promotional material for various schools, including posters, flyers, and retractable banners as part of a school's re-branding project. Conducted after school lessons on basic graphic design skills and screen printing at various school sites.

Design Content Creator
April – Dec 2020

Mutual Aid NYC | Mutual Aid NYC | Remote

Created social media content for this organization which strove to promote a social movement. Managed the client's website on Square space and created social content and promotional flyers. Contributed in the team's research work.

Studio Art Assistant
May – Dec 2019

Mimi Gross Studio | New York | On Site

Handled precision cutting of stencils based on the artist's design. Accommodated on various printing methods, organizing and cutting different materials.

Exhibitions

INTRICACIES – Breezway Gallery at the Tribeca Film Festival
Women Make Art Exhibition CCNY

Education

The City College of New York

BA Digital Design 2018 | *Summa Cum Laude* | 3.95 GPA

‣ James R. Steers Art Prize

‣ BFA Senior Thesis on special invitation by Art Department.

Borough of Manhattan Community College

AS Multimedia Arts & Communication 2016 | *Summa Cum Laude* | 3.92 GPA

‣ Deans List

‣ Phi Theta Kappa

Proficiency

Technical Softwares

Illustrator, InDesign, Photoshop, AfterEffects, Dreamweaver | Figma | HTML+CSS

WordPress, Squarespace | Constant Contact, Mailchimp | Word, Power Point, Excel

Key Skills

Self Motivated | Observant | Patient | Trilingual | Highly Organized | Leadership

