nadabizri

Contact

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🖥 **cedarcreativegraphics.com**

Education

2005-2009
The Art Institute of Charlotte, NC
Bachelor of Arts - Graphic Design
Summer 2008
Study Abroad Berlin, Germany

Certifications

75+ hours of lynda.com training
Paid Ad Search pop-up class

Technical Skills

Adobe C reative Suite

Graphic Design

Website Design

UX Design

UI Design

Project Management

Social Media Management

SEO

Responsive Design Principles

Mobile-First Design App roach

Content Writing

Corporate Identity

Brand Development

Nada Bizri
Graphic Designer - Creative Lead

Creative Lead and Graphic Designer with 16 years of experience seeking to contribute strategic design thinking, strong visual execution, and leadership skills to a forward thinking organization. Adept at guiding creative projects from concept through completion while aligning design solutions with business goals and brand integrity.

Work Experience:

1AHEAD Technologies - 2010-Present
Senior Graphic/Web Designer / Brand & Marketing Lead

- Built, evolved, and owned a comprehensive brand ecosystem, including brand identity, guidelines, websites, campaigns, and all visual design deliverables spanning logos, corporate identity systems, business cards, email templates, executive presentations, and investor pitch decks.
- Designed and launched multiple websites, improving user engagement through modern UX, visual storytelling, and performance driven design decisions.
- Created and maintained enterprise wide brand guidelines to ensure consistency across marketing, product, digital, print, and event experiences.
- Led integrated marketing campaigns aligned with business objectives to nurture leads and increase engagement across digital and social channels.
- Designed a CES trade show booth recognized as a Top Technology to Look for in 2023, significantly increasing industry visibility and press interest.
- Produced hundreds of executive presentations, breakfast pitches, sales decks, and investor materials to support fundraising, partnerships, and growth initiatives.
- Partnered with PR agencies to promote company initiatives, transforming complex datasets into clear, visually compelling charts and infographics for press, leadership, and investor communications.
- Managed creative budgets, timelines, and external vendors to deliver high quality outcomes across print and digital media.
- Maintained a 15+ year strategic client relationship by continuously evolving creative strategy through iterative, data-backed design solutions.
- Led end-to-end creative execution across corporate identity, web, print, and digital projects from research and concept through launch.

Niki 's Int' Ltd. - 2017-2022
Digital Marketing and SEO Specialist

- Managed social me dia accounts leading to substantial g rowth from the 7th to the 1st or 3rd ranking on Google for various keywords
- Used social me dia analytics to optimize marketing campaigns, leading to increased user engagement and new c lient relationships
- Increased organic traffic by 89% through various SEO practices over a 3-year span
- Designed, developed and w rote social me dia campaigns and individual post content to captu re new leads, driving inc reased user engagement

Soft Skills

Leadership

Kind

Emotionally Intelligent

Team-Builder

Mentor

Exceptional Verbal Communicator

Clear Written Communicator

Excellent Presentation Abilities

Public Speaking

Strategic Thinking

Creative Thinking/Vision

Adaptable

Motivational

Empathetic

Collaborative

Excellent Negotiation Skills

Organized

Client Relationship Management

Decisive

Problem Solver

Excellent Time Management

Detail Oriented

- Developed and implemented digital marketing strategies to increase website traffic and conversion rates
- Developed, designed and tracked Google AdWords Campaigns
- Researched information and wrote engaging, keyword-driven blog posts on various topics related to the language industry twice a week
- Tailored content to various niche target audiences through compelling and informative content writing
- Companies began referencing content and backlinking blog posts which increased brand confidence and domain authority
- Designed print graphics to match the digital style guide to ensure brand consistency online and in-person

ACI Design Exhibit House – 2012 – 2016
Graphic Designer – Graphic Installer

- Art preflight: combed through client-provided artwork and called out errors, inconsistencies and issues found in artwork before printing
- Created custom graphic designs for trade show booths that helped clients attract leads and investors while exhibiting at trade shows
- Creation and design of templates and processes used by ACI when creating and pre-flighting artwork for clients
- Aided in physically building all components of booths from start to finish, applied graphics and participated in client walk-through and presentation of the final booth
- Designed 3-D Product Kiosks displayed in stores and at trade shows
- Managed client and vendor interaction regarding artwork and graphics, ensuring a smooth handoff to the production team
- Collaborated with a team consisting of an engineer, CAD specialist, production manager and a graphic designer

TH Sales Home Goods E-Commerce Website – 2010 – 2012
Web Designer and Product Photographer

- Overall site maintenance to existing code developed in Dreamweaver
- Site map creation and information architecture leading to top-tier user experience
- Updated website SEO content, product descriptions, keywords, meta tags and descriptions based on monthly Google analytic reports
- Designed main landing pages, subcategory pages and product pages, which allowed users a seamless and aesthetically pleasing website visit
- Product photography: Ironed bedding and accessories, set up the room scenes and lighting, photographed products, photo edited images, used images in designs for product pages
- Worked with clients such as Disney, Build-a-Bear, Carolina Pad and JACK!E to create brand pages that followed brand guidelines
- Developed process templates to create efficiency when creating and uploading product pages to website

References Upon Request