



# AYEESHA

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## WORK EXPERIENCE

### FREELANCER

Worldwide (Remote) | May 2017 – Present (Current)

- Provides design solutions, including copywriting, marketing, web development, and branding across multiple industries.

### UI/UX DESIGNER & SOCIAL MEDIA MANAGER

Which Real Estate Agent | Feb 2024 – Dec 2024 (Ongoing)

- Implements SEO strategies, designs and develops user-friendly websites, and executes social media campaigns to promote real estate listings.

### TEMPLATE DEVELOPER

Domain AU | Aug 2023 – Feb 2024 (6 Months)

- Developed HTML and CSS templates, collaborated with graphic designers, and optimized website assets for improved performance.

### ILLUSTRATOR

Grindmaster (US) | Jan 2022 – Sept 2022 (9 Months)

- Created captivating NFT art aligned with digital art and cryptocurrency trends.

### BRAND DESIGNER

Aye PH | Mar 2020 – Sept 2020 (6 Months)

- Designed brand logos and impactful social media content to establish a strong brand identity.

### GRAPHIC DESIGNER

Salt & Light Co. PH | Dec 2018 – Feb 2019 (3 Months)

- Designed social media visuals and t-shirt designs while collaborating with the marketing team to align branding strategies.

## SKILLS/AREAS OF EXPERTISE

- Multimedia Design
- Social Media Management
- Virtual Assistance
- UI/UX Design
- Brand Design
- Illustration

## TECHNOLOGY

- Webflow
- Google Analytics
- HubSpot
- WordPress
- Framer
- HTML
- Canva
- Microsoft Office
- Adobe Premiere Pro
- Adobe Photoshop
- SEO
- CapCut
- Adobe Illustrator
- Google Ads
- Adobe After Effects
- CSS
- InDesign
- Google Suite

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