

# patricia hajjar

patriciahajjar.com | graphic designer

I've worked in the travel and retail industry helping brands elevate their visual identity through print and digital creative, translating marketing objectives into clear, compelling, and exciting designs.

## experience

**Joybird** Commerce, CA

*Retail, Marketing Department*

**Graphic Designer** | Feb 2021–present

Lead designer for Joybird retail stores nationwide, creating in-store signage, posters, hang tags, billboards, large scale graphics and other customer facing material. Designed the “coming soon” and evergreen vinyl graphics for all retail stores, including the Joybird wings photo on wall for the ROW DTLA location. Other campaigns I've lead are the Holiday Marketplace and Design House branding.

Designing for social media including Pinterest ads and Instagram stories. Collaborating with the creative team, including the copywriter, for promotional email wireframe and design, sale banners and sale campaign style guides for web and social platforms.

Lead designer for direct mail postcards and catalogs. Also the lead designer for sale specific landing pages, creating a wireframe and page design with graphics, video and photography. Working closely with a third party team (Syndeca) to code the landing pages.

Designed pieces for our collaborations with Mattel (Barbie X Joybird) and Sherwin-Williams in multiple digital and print touch points to drive traffic to our retail stores and online presence.

**Freelance Graphic Designer** | May–Dec 2020

Managed the Chicago in-store promotional signage & collateral, created renderings and presentation decks for the Nebraska Furniture Mart featuring room vignettes. Designed promotional emails, refreshed direct mailers, and assisted in packaging design.

**Known** Manhattan, New York

*Digital Creative Agency*

**Freelance Graphic Designer** | Aug 2020–Jul 2021

Lead designer for a pitch deck to acquire a new client, Mirror. Created infographics communicating the agency's background, services, case studies, and marketing plan for the potential partnership. Organized information and data in a visually aesthetic manner while maintaining a clear and purposeful flow to the deck.

Designed digital and print ads for Known's clients including Memorial Sloan Kettering and BeautyCounter.

**The World's Greatest Vacations** New York, NY

*Travel Arrangements*

**Freelance Graphic Designer** | May 2022–present

Designed decks that were presented to companies in the travel industry pitching the successful history of TWGV, its omni-channel platform and contribution to the partnership. Compiled data from difference sources including the 2022 Travel Direct Response White Paper to provide the latest stats and relevant information in a visually enticing manner using infographics, imagery, and clean layout designs. Designed supportive documents to be pitched to clients alongside the deck.

Created email blasts using new html templates and refreshed designs, coded the emails and worked closely with the programmer upon release.

**Princess Cruises** Santa Clarita, CA

*Marketing Department*

**Graphic Designer** | Sep 2017–Dec 2020

Designed sale campaigns consisting of logos and offer lockups that were used on direct mail, digital banners and emails. Collaborated with the copywriters and creative team to create new email wireframes and print layouts. Designed emails, worked with the email developer, and coded emails in subsequent approval rounds. Art directed the Princess Circle Magazine and redesigned onboard retail signage.

**Freelance Graphic Designer** | Oct 2016–May 2017

**Production Artist (Intern)** | Jun–Aug 2016

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## skills

### Software

Adobe Photoshop, InDesign, Illustrator, XD, Dreamweaver (HTML & CSS), After Effects, Bridge, Premier Rush, Canva

Google Docs/Sheets/Slides, Microsoft Office

Asana, ProofHQ, Basecamp

### Languages

Native proficiency English, Arabic | Limited proficiency Armenian

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## awards & honors

**Gaphis New Talent Annual**

Merit Award Winner, Poster Design | 2018

**Graphic Design USA**

Student Design Awards Winner, Poster Design | 2017

American Package Design Award | 2017

Student to Watch | 2017

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## education

**Woodbury University** Burbank, CA

**BFA in Graphic Design** | May 2017

Graduated with the Dora E. Kirby Award representing the highest undergraduate scholastic achievements.