

RESUME / CV



GHUZZALA MALIK

Art Director | Visual Designer



832.786.8164



Faithgraphicsdesign@gmail.com



Faithgraphicdesigns.com



Ghuzzala Malik “Faith”

ART DIRECTOR / GRAPHIC DESIGNER / ARTIST

I have always had a love for the arts. As a child, I spent countless hours painting and drawing. Through this experience, my artistic aptitude continued to mature over the years and naturally transitioned into the world of graphic design.

Building my career as a graphic designer for the last 18 years, I have trained and specialized in web and print design, branding, RFP proposals, presentations, and creating custom identities. I have further developed my skills by constantly seeking knowledge and learning new technologies like SEO, WordPress, and the Adobe and Microsoft Suite applications.

As a seasoned graphic designer, I am able to devise customized designs that align with your business objectives and that will help grow the company brand. My ultimate goal is to produce top-notch design assets that assist in achieving your company's specific objectives.

MY DESIGN PROCESS



Research & Planning

- Research the history and culture of your brand
- Build concepts of the brand's values and vision
- Outline the client's industry and major competitors
- Review target demographics



Design & Development Process

- Sketch out strategic ideas, concepts, and plan of action to address the needs
- Build out mockups using images, typography, and specific vector icons catered to the industry
- Provide guidance to the client in understanding the presented concepts based on project requirements and solicit feedback



Deployment

- Refine and polish the final design concept
- Ensure that all documents are free of errors by thoroughly proofreading them
- Have the client review the approved design and make any changes if necessary
- Create the final design that has been approved for either printing or web publishing
- Confirm that it is of high quality and meets all the required standards

Award-winning design expert skilled in leading design initiatives and recognized for work in developing impactful concepts across industries.

Agile professional with more than **18+ years** of experience collaborating with clients to execute large-scale digital and print graphics. Able to interpret and apply graphic design principles to satisfy the criteria for all client projects and needs into complete data-backed, visual narratives.



PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER
Apr 2022 - Oct 2023

Exact Market – U.S. (Remote)

- Worked with Head of Brand Strategy and the Creative Director to develop and design B2B complex marketing and sales enablement solutions for a portfolio of clients in the technology sector
- Produced a wide variety of strategic and tactical collateral including video storyboards, paid social, event collaterals, tradeshow booths, company apparel, blogs, infographics, flyers and one-pagers, presentations, eBooks, social and email banners, accommodating both print and web assets
- Produced a wide variety of strategic and tactical collateral including video storyboards, blogs, infographics, flyers and one pagers, presentations, eBooks, social and email banners, accommodating both print and web assets

Selected Achievements:

- Contributed creative and design for asset kits engineered for partner leverage across hundreds of businesses to grow channel revenue
- Grew fan community on YouTube by 5k+ views in 30 days with the launch of customized visual storyboards for Taos, an IBM company
- Helped launch creative swag campaign with unique logos to reward employees as well as valued clients

SENIOR GRAPHIC DESIGNER
Sept 2020 - Mar 2021

Transwestern – Houston, Texas

- Created and designed high quality and innovative marketing materials used across digital and traditional media, including digital ad campaigns, websites, eblasts, social media, motion graphics, white box for tenant space, and print collateral
- Worked with the research team to report on campaign effectiveness against B2B and B2C KPIs
- Developed virtual tours and augmented reality effects
- Determined style, technique, and medium best suited to produce desired effects
- Monitored, managed and executed a variety of tasks and efforts at different stages of discovery and execution
- Consistently worked through large request queue with fast-turn around and meeting all SLAs

Selected Achievements:

- Led the project bid for Mullen Medical Center and won the bid for the company valued over \$20M
- Drafted more than 4 winning RFP proposals for Transwestern in various industries directly impacting annual sales revenue and resulting in projected year-on-sales growth of \$24M

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AREAS OF EXPERTISE

LEADERSHIP

Communication
Coaching & Training
Mentorship
Insight & Strategy

MANAGEMENT

Negotiation
Vendor Management
Marketing & Analytics
Project Management

CLIENT RELATIONS

Design Consulting
Proposals
New Business Development
Needs Assessment



SKILLS

Microsoft Office Suite	<div style="width: 100%;"></div>
Adobe Illustrator CC	<div style="width: 100%;"></div>
Adobe InDesign CC	<div style="width: 100%;"></div>
Adobe Photoshop CC	<div style="width: 100%;"></div>
Adobe After Effects CC	<div style="width: 90%;"></div>
Adobe Flash CC	<div style="width: 80%;"></div>
Adobe XD CC	<div style="width: 70%;"></div>
Dreamweaver CC	<div style="width: 60%;"></div>
End Point Liquid Galaxy	<div style="width: 95%;"></div>
HTML / CSS	<div style="width: 85%;"></div>
Photography	<div style="width: 90%;"></div>
Search Engine Optimization	<div style="width: 95%;"></div>
Google Analytics	<div style="width: 90%;"></div>
Email Marketing	<div style="width: 100%;"></div>
Social Media Ad Campaigns	<div style="width: 100%;"></div>
Figma	<div style="width: 95%;"></div>
Adobe XD	<div style="width: 85%;"></div>
InVision	<div style="width: 75%;"></div>
Canva	<div style="width: 90%;"></div>
Adobe Aero	<div style="width: 60%;"></div>

SENIOR GRAPHIC DESIGNER

Jan 2017 - May 2020

CBRE – Houston, Texas

- Led development and production of custom marketing collateral to target new clients
- Produced strategic email marketing campaigns to capture businesses
- Deployed multiple platforms to develop interactive presentations for pitches and proposals
- Crafted custom vector maps in Adobe Illustrator and InDesign
- Mentored and developed new graphic designers to support cohesive design production

Selected Achievements:

- Ideated revenue-increasing design concepts for multi-million dollar clients
- Drafted more than 25 winning RFP proposals for CBRE in various industries directly impacting annual sales revenue and resulting in projected year-on-sales growth of \$94M

GRAPHIC DESIGNER

Aug 2013 - Dec 2016

American International Group (AIG) – Houston, Texas

- Incorporated print and digital collateral into pre-established campaign initiatives
- Executed social media ad campaigns and tracked performance
- Collaborated with client on end-to-end design process
- Interpreted client needs and produced deliverables from prototypes to final design

Selected Achievements:

- Championed production of rebranding initiatives for American General Life Insurance Company (Western National), The United States Life Insurance Company in the City of New York (USL) and Valic to AIG brand
- Crafted design components for 3-year, global client communication and education plan
- Aligned team to construct and execute design vision in redesign effort before product launch; work increased AIG website views by 46% and increased overall user satisfaction by 28%
- Drafted more than 20 winning RFP proposals for AIG in various industries which resulted in increased annual sales revenue and projected year-on-sales growth of \$25M
- Served as marketing and communication officer for Houston Young Professionals Employee Resource Group (HYPERG)
- Won two 1st Place MarCom Gold Award for a Graphic Design/Infographic piece provisioned for AIG/VALIC

ASSOCIATE DIRECTOR OF MARKETING

May 2007 - May 2012

D-MARS.com – Houston, Texas

- Led print and digital design projects
- Translated client goals into value-adding web and social media products
- Analyzed SEO, click-through, conversion, and engagement data to optimize digital presence
- Worked with the Head of Brand Strategy and the Creative Director to develop the B2B marketing strategy for agencies and clients in various industries around the local communities

Selected Achievements:

- Developed digital campaigns that increased sales revenue by 13%
- Delivered 60+ editions of D-Mars Newspaper and 15+ editions of Black Pages
- Designed 2 custom print books, which achieved mass retail distribution with Barnes & Noble
- Appreciation Award for Outstanding Performance

GRAPHIC DESIGNER

May 2006 - Aug 2006

Ad Houston Media – Houston, Texas

GRAPHIC DESIGNER (INTERNSHIP)

Mar 2005 - Apr 2005

Houston International Film Festival – Houston, Texas



FREELANCE

CREATIVE DIRECTOR OWNER

Jun 2008 - Present

Faith Graphic Designs – Houston, Texas

- Direct a team including a product manager, developers, and vendors
- Direct a team including a product manager, developers, and vendors
- Completed over 1,000 projects with over 60+ clients
- Partner with a portfolio of clients to design digital and print assets including mobile applications, websites, video, content creation, blogs, marketing catalogs, logos, brochures, billboards, packaging, corporate branding, and custom illustrations

- Focus on UI/UX aesthetic and function balance to communicate client brand and solidify market presence
- Craft holistic campaigns that position brands to effectively reach clients on multiple channels
- Source vendors to minimize cost and execute marketing initiatives rapidly
- Present concepts and collaborated with clients until they are satisfied with the final deliverable
- Reimagine the UI/UX of existing assets based on in-depth research and analytics, and work with the team to test iterations

Selected Achievements:

- For a tax services company, I administered social media presence leading to 50% increase in following and \$3k+ sales increase
- Identified multiple vendor contract opportunities reducing print and web marketing costs by \$2k
- Implemented SEO in social media marketing campaign for IT HUB Networks that increased customer impressions by 34%
- Grew fan community very quickly with the launch of customized Instagram ad campaigns for Skyline Hookah Lounge which resulted into a 40% growth for the business



ACHIEVEMENTS & AWARDS

- 2014 • Won two 1st Place MarCom Gold Award for a Graphic Design/ Infographic piece provisioned for AIG/VALIC
- 2008 • The Westwood College 100 Award, in recognition of Success and Achievement
- 2007 • D-Mars.com Appreciation Award for Outstanding Performance



EDUCATION

- May 2005 • **Associate of Applied Science: Graphic Design and Multimedia** (Class Valedictorian)
Westwood College - Houston, Texas
- January 2007 • **Bachelor of Fine Arts: Digital Design**
American InterContinental University - Houston, Texas



REFERENCES

(Available Upon Request)

- HEATHER TAYLOR • Sr Director Alliances, GTM and Solutions
- DWAYNE SMIKLE • Senior Graphic Designer at CBRE
- ERNESTO CANAS • Panasonic-i-PRO Sensing Solutions Corp of America

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AREAS OF EXPERTISE

LEADERSHIP

- Communication
- Coaching & Training
- Mentorship
- Insight & Strategy

MANAGEMENT

- Negotiation
- Vendor Management
- Marketing & Analytics
- Project Management

CLIENT RELATIONS

- Design Consulting
- Proposals
- New Business Development
- Needs Assessment



SKILLS

Microsoft Office Suite	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>
Adobe Illustrator CC	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>
Adobe InDesign CC	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>
Adobe Photoshop CC	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>
Adobe After Effects CC	<div style="width: 80%; height: 10px; background-color: #007bff;"></div>
Adobe Flash CC	<div style="width: 20%; height: 10px; background-color: #007bff;"></div>
Adobe XD CC	<div style="width: 30%; height: 10px; background-color: #007bff;"></div>
Dreamweaver CC	<div style="width: 90%; height: 10px; background-color: #007bff;"></div>
End Point Liquid Galaxy	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>
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Photography	<div style="width: 90%; height: 10px; background-color: #007bff;"></div>
Search Engine Optimization	<div style="width: 90%; height: 10px; background-color: #007bff;"></div>
Google Analytics	<div style="width: 90%; height: 10px; background-color: #007bff;"></div>
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Adobe XD	<div style="width: 80%; height: 10px; background-color: #007bff;"></div>
InVision	<div style="width: 70%; height: 10px; background-color: #007bff;"></div>
Canva	<div style="width: 80%; height: 10px; background-color: #007bff;"></div>
Adobe Aero	<div style="width: 20%; height: 10px; background-color: #007bff;"></div>



PORTFOLIO SHOWCASE



CBRE NKX Portfolio

Programs used: Adobe InDesign, Photoshop, and Google Earth Pro; developed on Google Platform using custom KML/KMZ coding.



CBRE Street View Retail Marketing Brochure

Program used: Adobe Photoshop and InDesign



CBRE Gate Fold Brag Book

Program used: Adobe Photoshop and InDesign



PORTFOLIO SHOWCASE



Transwestern Trad Towers RFP Brochure
Program used: Adobe Photoshop, Illustrator, and InDesign CC



Transwestern Kelsey-Seybold Clinic RFP Brochure
Program used: Adobe Photoshop, Illustrator, and InDesign CC



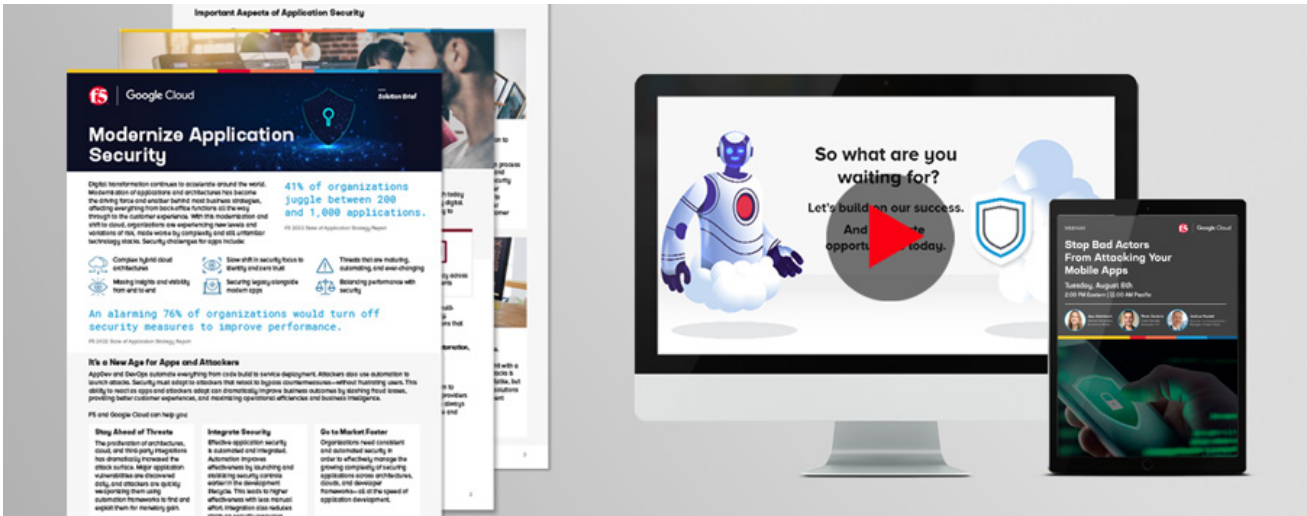
AIG / Valic Enrollment Brochure
Program used: Adobe Photoshop, Illustrator, and InDesign CC



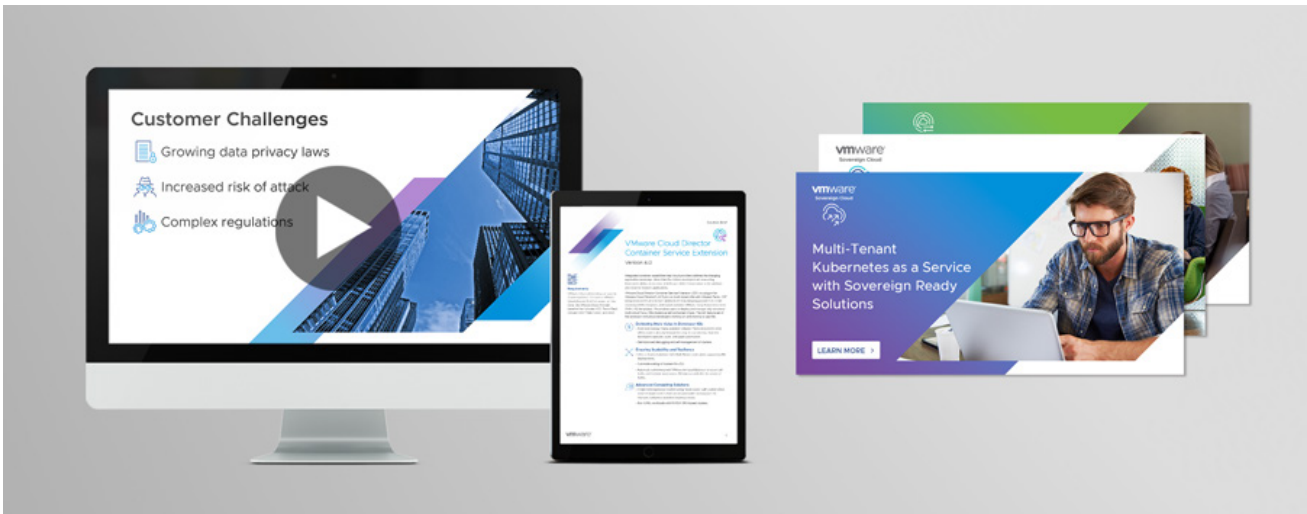
PORTFOLIO SHOWCASE



AIG / Valic FutureFIT Brochure
Program used: Adobe Photoshop, Illustrator, and InDesign CC



F5 | Google Cloud - Co-branding Kit
Program used: Adobe Photoshop, Illustrator, Indesign, Dreamweaver CC, and Powerpoint



VMware - Branding Kit
Program used: Adobe Photoshop, Illustrator, Indesign and Dreamweaver CC



PORTFOLIO SHOWCASE



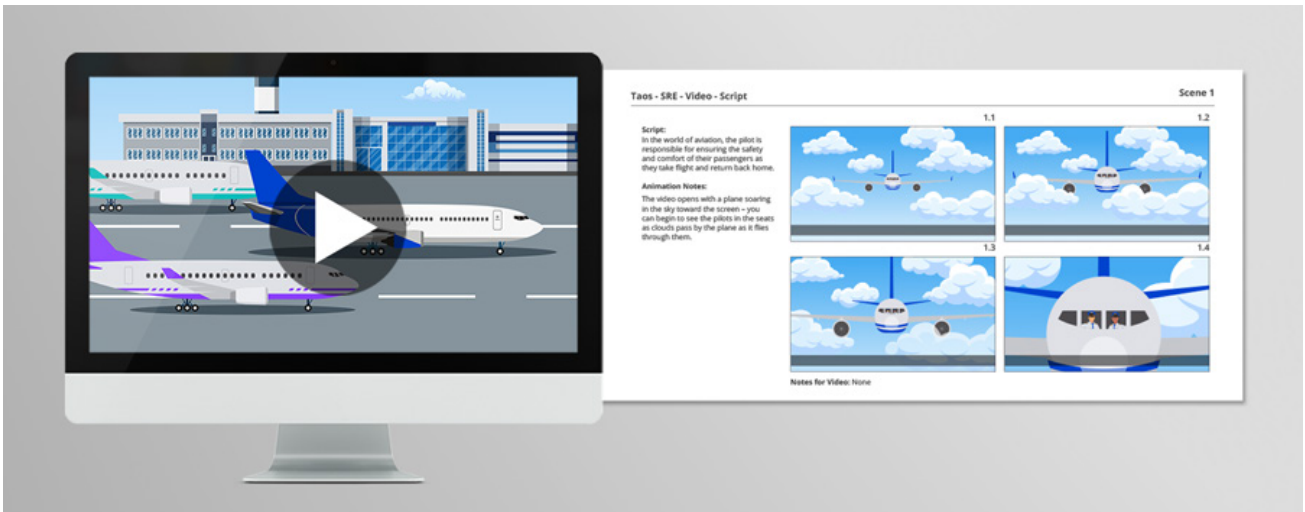
AWS | Fortinet Healthcare eBook

Program used: Adobe Indesign and Powerpoint



F5 | Google Cloud - White Paper

Program used: Adobe Photoshop, Illustrator, and InDesign CC



Taos, an IBM Company - Video Storyboard

Programs used: Adobe Illustrator and Indesign

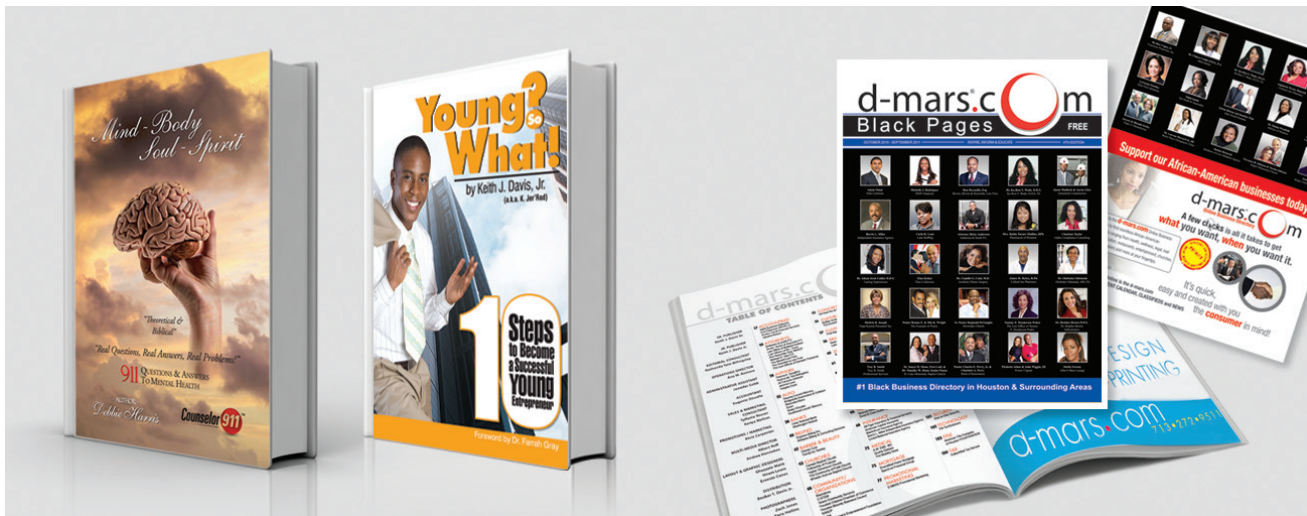


PORTFOLIO SHOWCASE



Skyline Hookah Lounge - Branding Kit

Program used: Adobe Photoshop, Illustrator, and InDesign



Publications

Program used: Adobe Photoshop, Illustrator, and InDesign



UI/UX Mobile App Design

Program used: Adobe XD, Photoshop, Illustrator, Figma, and InVision



PORTFOLIO SHOWCASE



Website Designs and Development

Hosting used: Hostgator, Site5, Godaddy, WIX, Wordpress, Blogger, Squarespace, and Omnis



Email Marketing

Interspire SendStudio, Campaign Logic, and Mailchimp



Social Media / Web Campaign

Google Analytics, Google+, Yelp, Bloggers, LinkedIn, Facebook, Twitter, and Instagram

Software used: Hootsuite | Social Media Marketing and Management Tool | LinkedIn, Facebook, Twitter, and Instagram Ad Manager tool

May 7, 2007, Houston, TX.

Ghuzzala Malik

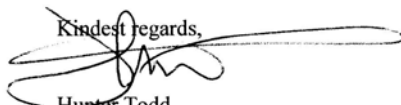
Letter of recommendation

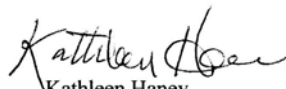
On behalf of the Director of WorldFest-Houston, (The 44th Annual Houston International Film Festival), Hunter Todd, and myself, the Features Programming and Artistic Director, Kathleen Haney, we are delighted to recommend Faith Malik who has been of immense help to the festival for several seasons with her wonderful talent in computer graphics designs for the festival internet marketing campaigns. During the few months prior to the film festival, Faith, in her capacity as a volunteer staffer worked in various job assignments to help us prepare for the annual event in April. We are a 501-c-3 non-profit corporation since February of 1981 and have the EIN # of 74-2168997 to verify our federal status and we rely heavily on the help of qualified, reliable and efficient volunteer staff to help us produce each yearly event. She served this non-profit educational/cultural organization with great ability, poise, calm under pressure and exceptional talent!

Faith helped in several facets of the preparation for our 41st festival but one of her most important functions was to serve as the Graphics and Internet Liaison Officer to make sure that our WorldFest marketing campaign was kept updated and engaging. She has also assisted the features programmer in the critical area of editing of the official WorldFest program book which is the catalogue of the public program of feature films. Faith has a wonderful "can-do" attitude and she is a very talented and capable young woman, who has been an important, valuable and dynamic member of the WorldFest team.

Faith's work was prompt, reliable, accurate and efficient. We at WorldFest would of course, be delighted to Welcome her back for a future event. As you may or may not know, this International film festival has the particular distinction of being the third oldest International film festival competition in the USA. Each year we receive over 4,500 category entries from over 25 countries around the globe. Therefore, the accolades awarded from WorldFest (www.worldfest.org) do significantly aide the emerging and talented filmmakers from all over the globe who enter and win at WorldFest! An award won at WorldFest greatly helps many filmmakers, scriptwriters and producers in the early stages of their careers.

We wish Faith all the best in her current situation and for future endeavors. Please feel free to call if you have any further questions.

Kindest regards,

Hunter Todd
Founding Director & CEO


Kathleen Haney
Programming Director

**THE HOUSTON
INTERNATIONAL
FILM FESTIVAL
THE HOUSTON
FILM SOCIETY**

MAILING:
P.O. BOX 56555
HOUSTON, TEXAS 77256

TEL: (713) 965-9955
FAX: (713) 965-9960
EMAIL: mail@worldfest.org
WEBSITE: www.worldfest.org
A NON-PROFIT, TAX-EXEMPT ORGANIZATION





RECOMMENDATION LETTER

Susie Almaneih

CEO/CMO, Exact Market

Faith has such an amazing work ethic, and great attitude. She brought a wonderful energy to the team. She works very well in a remote setting, and thrives on learning how to get to an outcome quickly.

December 1, 2023

Heather Taylor

Sr. Director Alliances, GTM & Solutions, Exact Market

My time working with Faith has been a pleasure! Hard working, extremely creative, professional, and very easy to collaborate with. I highly recommend Faith, especially where artistic and out-of-the-box designs are needed!

October 20, 2023

Tim Garfield

Senior Marketing Manager, CBRE New Business Development

I am writing to recommend Faith Malik for employment. I have known Faith for approximately three years, during which she worked as a Graphic Designer with us. Her duties included all manner of print design and electronic media.

Faith is smart, motivated, and devoted to her duties. With her exceptional design skills and communication, Faith ensures all facets of her work are professional and at a consistently high level. Thus, I am confident that she will devote the same level and quality to your organization.

I recommend Faith without reservation. She is a very talented designer and I am confident that she will establish productive relationships and exceptional results in your company. Please feel free to contact me by email (tim.garfield@cbre.com) or by phone (#available upon request) for additional information about how outstanding I believe her to be.

May 12, 2020

Hoan Le

Broker, CBRE New Business Development

Faith is a fantastic graphic designer with a vast knowledge in commercial real estate. Her ability to incorporate design, spatial analysis, and local market knowledge into connecting the dots for a great marketing piece really is second to none. I wish there was a way CBRE could have kept her on. She would be an incredibly valuable addition to anyone's marketing and design group.

May 25, 2020

Dwayne Smikle

Senior Graphic Designer, CBRE New Business Development at CBRE

Ghuzzala has always been a fast learner which pairs nicely with her raw creativity and talent when it comes to graphic design. She has a very sound knowledge of the software and tools she uses as well as proper layout, typography techniques. Her experience in various business fields have awarded her the skills necessary to be both adaptable and flexible in meeting and exceeding the clients needs. She is truly an asset to any marketing team and she is a pleasure to work with.

February 6, 2019

Gabriel Yetts

Design Supervisor at Insperty

I know Faith for multiple years. We worked side by side in the marketing department in a commercial real estate space. One of Faith's strongest strengths was getting the projects done before the deadlines and was really being able to pull the necessary information from the client/broker to communicate and drive home the message of the project she is working on. Faith has to be one of the most passionate and caring designers I've worked with, which makes her vision as well as her drive unmatched.

October 28, 2019

Zaheer Malik

Senior Electrical Engineer, Kiewit

Ghuzzala is a highly creative, professional with a great personality, and has a great sense of business acumen. She created my company's Logo and Website in which she was instrumental in showcasing all what Taqwah Builders had to offer in terms of contract work, construction management, blueprints, interior design, and inventory homes sales. She was easy to work with, cooperative, a person willing to take the extra mile in meeting deadlines, and an overall pleasure to be around.

August 12, 2019



RECOMMENDATION LETTER

Rod Ellis

Simple Tax Services/President & CEO

"Faith and her imaginative creativity has helped to take our company to the next level. From her postcards to the web detail, you cannot go wrong with this company."

August 17, 2010

Shazia Ashraf

Tutor Dragon/President

Faith took the time to understand my needs before creating a flyer for Tutor Dragon. She made several revisions and accepted the fact that TD was a start-up into consideration. Her work ethic rose above my expectations, and she really worked hard to make me a satisfied customer.

When I received the final flyers, I was amazed at how wonderful they looked. The colors were crisp and the graphics were sharp. The words and fonts stood out well. I was proud to use the flyer as part of my marketing promotions.

It is tough to find a trustworthy designer but because of Faith's professionalism, dedication and talent, I will go to her for all of my graphics projects.

October 23, 2010

Ana M. Diaz

My Community Services/President

I am writing to recommend the services of Faith Graphic Designs. I have been using Faith Graphic Designs for all my marketing needs for the past 3 years, and have always been completely satisfied. She does an excellent job, she always punctual, and offers the most competitive rates in town.

I'm happy to recommend the services of Faith Graphic Designs.

May 12, 2011

Myron Davis

Graphic Designer at Goodman

My name is Myron Davis and I worked with Faith for two years at d-mars.com. From the time I started working with her, she was very helpful in showing me how things were done around the office and answer any questions I had. She did great at managing her projects, and if I didn't have time to complete a project she would take on the project to help me out. She is a very nice person that is easy to get along with and anyone would be lucky to have her on their workforce.

April 18, 2012

Sharon Jenkins

Consulting Editor at d-mars.com

"Having talent is one thing, but being an extraordinary talent is another. Ghuzzala Malik has a gift that makes her more than a graphic designer, she is an artist in every sense of the word and her work speaks for itself."

April 13, 2012

Andrea Hennekes

Senior Graphic Designer of HAR.com

It is with great pleasure that I am recommending Ghuzzala Malik. I have known Ghuzzala for more than 10 years we used to work together at d-mars.com.

Her primary responsibility was to manage the company's monthly newspapers, referred to as "The Business Journals," and to ensure the layouts, design, and printing was completed at the given deadline, as required by our marketing director. In turn, these newspapers were distributed around the Houston surrounding areas. In addition to this, her responsibilities included maintaining the D-MARS.COM website, sending E-Blasts to over 5,000 clients and customers, and managing website templates design, ads, logos, and web banners for all major projects. As a Senior Graphic Designer, she also had the responsibility to proofread and approve all design layouts within her team before it is finalized for print. With numerous tasks at hand and strict deadlines to be met, Ghuzzala's work ethic is nothing short of spectacular. I can always depend on



RECOMMENDATION LETTER

Ghuzzala to deliver, and there have been numerous times where I have asked her to help me out of situations that I thought were a dead end for me, but Ghuzzala would always find a way out. She understands the ability to prioritize her tasks at hand to ensure all project deadlines are met. I have had many clients to call me and personally request Ghuzzala to be their lead designer to complete their project.

There is no doubt in my mind that we would rehire Ghuzzala in a heartbeat if the opportunity presented itself again, but our company is very small with no advancement opportunities for someone with Ghuzzala's talents. She would definitely contribute and thrive in a complex, fast-paced organization.

One last note I would like to point out about Ghuzzala is that she has a genuine caring and outgoing personality among her peers and colleagues. As a colleague and a friend for many years, I always feel comfortable with her at my side for any personal or business-related matters.

October 12, 2015

