



Paul K Birhanu
Visual Designer

Chicago, IL 60641

<https://pkb.design>
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KNOWLEDGE

Figma
CSS / HTML
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Google Web Designer
MailChimp
Photography
SEO
Wordpress
PHP
jQuery & Javascript

EDUCATION

Columbia College Chicago
Bachelor of Fine Arts
Graphic Design

WORK EXPERIENCE

Sr. Digital Art Director
RPM Advertising Inc | 2018 - Present

Currently leading a design team with all things web and digital. Specializing in designing mockups of clear and concise web journeys in Figma, coding out or handing off to a development team. Building out microsites for new-business pitches. Overseeing online advertising for clients via email marketing, banner ads, social media graphics and animations. Designing out-of-home digital advertisements. Writing-up website evaluations on how clients can improve user experience, website speed and efficiency.

Digital Designer
Physician Delivery Systems | 2015 - 2018

Built websites for healthcare industry. Create landing pages, call to actions and design email marketing. Manage client relationships, emphasizing client collaboration and satisfaction. Collaborate with marketing team to develop email and print marketing campaigns and promotional items.

Freelance Design
PKB Design | 2013 - Present

Freelance design focusing on branding and packaging design for emerging musicians and brands.