



Paul K Birhanu
Graphic Designer

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<https://pkb.design>
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KNOWLEDGE

CSS / HTML
Front End
Figma
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Blender 3D
Google Web Designer
MailChimp
Photography
SEO
Wordpress
Bootstrap
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 digital design. Building out microsites in Wordpress, overseeing online advertising for clients via email marketing, banner ads, social media graphics and animations. Designing out-of-home digital advertisements. Working within brand guidelines for a range of clients.

Graphic Designer
Physician Delivery Systems | 2015 - 2018

Built websites for healthcare industry. Created landing pages, call-to-actions and designed email marketing. Managed client relationships, emphasizing client collaboration and satisfaction. Collaborated with marketing team to develop email and print marketing campaigns and promotional items for trade shows.

Freelance Design
PKB Design | 2013 - Present

Freelance design focusing on branding and packaging for local experimental record company. Logo design for Grammy award winning musician. Layout design for various independent musicians.