



Paul K Birhanu
Visual Designer

Chicago, IL

<https://pkb.design>

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SOFTWARE/TOOLS

Adobe After Effects
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Figma
WebFlow
Google Web Designer
MailChimp
Blender 3D

SKILLS

Web Design
Motion Design
CSS / HTML
jQuery & Javascript
Bootstrap
PHP
Wordpress
Front End

EDUCATION

Columbia College Chicago
Bachelor of Fine Arts
Graphic Design

WORK EXPERIENCE

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

- Currently overseeing a WebDev department, providing guidance, direction and mentorship to junior designers.
- Working within brand guidelines for 6+ enterprise clients simultaneously.
- Utilizing Figma to refresh client websites.
- Building microsites with Wordpress, Bootstrap and WebFlow.
- Designing DOOH (digital out of home) and social media ads with After Effects.
- Adapting TV spots to social media or banner ad format.
- Crafting dynamic HTML5 banner ads with emphasis on motion.
- Coding out responsive HTML marketing email.

Graphic Designer
Physician Delivery Systems | 2015 - 2018

- Built custom websites for healthcare industry. Created landing pages, designed email and print 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

- Designed various packaging projects for experimental/ electronic record label Hausu Mountain.
- Produced LP and CD layouts for TALsounds on BaDaBing.
- Designed layouts for First Curve Apothecary tinctures and tea labels. Provided consulting on website.
- Designed logo for Emmy award winning musician.
- Provided Branding for Glasshouse Media.