

KHADEEJA ZULQARNAIN

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GRAPHIC DESIGNER · MARKETING PROFESSIONAL

EDUCATION

University of Texas at Dallas, Richardson, TX

Masters of Business Administration - Naveen Jindal School of Management

Aug 2022 - May 2025

Relevant Courses: Marketing, Operations, Organizational Behavior & Collaboration

Bachelor of Arts - School of Arts, Technology, and Emerging Communication

Aug 2018 - May 2021

Concentration in Design and Production

Major Honors & Summa Cum Laude distinctions

Relevant Courses: Videography & Photography, Design Principles, Interaction Design, Motion Graphics, Web Design, Project Management

PROFESSIONAL EXPERIENCE

Foxworth-Galbraith Lumber Company

In-house Marketing & Design Specialist

Nov 2021- Present

- Collaborating in a three person team to plan, schedule and design creative marketing campaigns using Facebook, email, and print targeting specific demographics in retail markets
- Lead project manager for digital and print campaigns
- Re-designing UI/UX elements of website to better our brand equity and impact
- Client services contact in B2B and B2C
- Managed over 5 exterior building updates related to brand identity in different U.S. markets.
- Producing and executing 4 successful large scale brand awareness events across 10 branches in the Southwest regions.

Dawah Marketing

2023 - Present

Graphic Designer & Social Media Coordinator

- Social media post & caption creation, schedule management, product styling & shooting
- Website design and Ui/Ux implementation

Blue Jasmine Creative

2020 - Present

Professional Designer

- Producing high quality custom graphics and art pieces for clients
 - Creating invitations and rsvp websites for client events
 - Delivering branding guides and collateral related to brand identity

UTD Public Interactives Research Lab

Lab Manager

Aug 2019 - May 2021

- Created a productive and organized space for fellow lab members and led team meetings
- Oversaw maintenance and presented the interactives on display to guests
- Streamlined our production process by managing deadlines and aiding in execution

UTD Art Science Lab

Research Coordinator

Jan - Aug 2019

- Streamlined and managed communication between the two labs, arranged meetings, created and explored points of collaboration in projects & lab social life.

TECHNICAL SKILLS:

Adobe Creative Suite (Advanced in InDesign, Photoshop, AfterEffects), WordPress, Microsoft Office Suite, Coding (HTML5/CSS/JavaScript)

ORGANIZATIONS:

Young Muslims (2023 Graphic Designer, 2024 Temp Marketing Chair/ Graphic Designer), Ummati (General Events Coordinator), AIGA Texas