

# Pareesa Khwaja ✨

Experience Designer who builds worlds through forward-thinking strategies and system-based narratives.

## PROJECT EXPERIENCE

**Experience Designer**

2020-2022

**VCU Brandcenter (Richmond, VA)**

- Collaborated with cross-disciplinary teams to design solutions for complex problems using design thinking methodologies.
- Managed multiple projects simultaneously, defining product direction and prioritizing features to create intuitive customer experiences across multiple platforms.
- Developed and pitched creative solutions to business stakeholders at Pinterest and Virginia Commonwealth University that solved complex user problems.

## PROFESSIONAL EXPERIENCE

**Social Media Specialist, Freelance**

2017-PRESENT

- Designed social content with Adobe CC software to improve social media reach and doubled user engagement across all client verticals.
- Collaborated with internal stakeholders to align on content vision, conduct user research, and analyze social media trends.
- Created strategy for clients by conducting platform audits, compiling data reports, and utilizing insights to meet business goals.

**ProductionHUB, Film | Stitch & Rivet, eCommerce | CyberArts Camp, Education | SellWhenever by REDBIS Real Estate | Petttable, Veterinary Telemedicine | Jubel, Travel | Trim, FinTech | nok, Retail | MasteryPrep, Education Management | The Penny Hoarder, FinTech | Yinibini Baby, eCommerce**

**Project Coordinator/Graphic Designer**

JUN 2018-JUL 2020

**C2 Design Group (Largo, FL)**

*A full-service design firm specializing in commercial Real Estate.*

- Implemented a fully integrated project management system utilizing tools such as Slack, Asana, and the Google Suite to improve efficiency and turnaround times, resulting in 75 project intakes weekly.
- Managed vendor relationships by negotiating terms and scope to streamline delivery and quality of final assets for clients.
- Collaborated with production teams to design campaign artifacts including print memorandum book, photography, and videography for Hermitage Luxury Apartments in St. Petersburg, FL, resulting in its \$105M+ sale transaction.

**Jr. Content Producer**

SEP 2016-APR 2018

**The Penny Hoarder - Taylor Media (St. Petersburg, FL)**

*A personal finance publication company teaching financial literacy to over 16 million readers worldwide.*

- Collaborated with editorial, project management, and media buying stakeholders to develop and design ad campaigns for our affiliate partners on Facebook, Snapchat, Pinterest, and other social and web platforms resulting in upwards of 60% increase in revenue.
- Initiated organic content strategy for Pinterest by implementing SEO insights and platform audits using Pinterest Analytics and Tailwind, leading to a 16% increase in audience and a 30% increase in engagement (Q1-Q2).
- Designed updates to web products by collaborating with the engineering team to ensure updates adhere to performance, security, and usability standards, optimizing user flows and doubling audience retention resulting in increased reader subscriptions.

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## EDUCATION

**VCU Brandcenter,**

**M.S. Business, concentration in Experience Design**

2020-2022

**University of South Florida,**

**B.A. Mass Communication/Media Studies**

2012-2016

## SKILLS

Branding & Advertising  
Art Direction  
UX/UI Design  
UX Research  
Visual Design  
Design Thinking  
Product Design  
Product Strategy  
Usability Testing  
Interaction Design  
Digital Prototyping  
Project Management

## TOOLBOX

Adobe CC  
Figma  
Miro  
Blender  
Final Cut Pro  
Webflow  
Keynote  
Google Analytics  
Asana  
Airtable  
Tailwind

## ASK ME ABOUT

- How my mom was going to name me Cinderella until my dad talked her out of it—and we're all glad he did.
- Why the Chicken Tender PubSub is the only Publix Sub that matters.
- And when I developed a borderline unhealthy obsession with period dramas.