

# FYZA HASHIM

Visual Designer

---

14eleven.com  
fyza@14eleven.com  
917 375 3712

## Objective

To work with a group that possesses the desire to produce great quality design and take their company to new heights. To be able to display my skills and increase my potential as a well rounded designer during my tenure.

## Professional Experience

**FYHK8082, Miami, FL and Brooklyn, NY**

2008 - Present

**Visual Design, Planning and Management** - Works closely with clients to determine business requirements and conceptualize the designs that most closely align with their strategic objectives. Partners with developers to ensure that all web designs meet with current web technologies and standards. Manages each phase of the project development lifecycle to ensure that the final product is delivered on time, within budget, and according to project specifications.

### Key highlights

- Increased the popularity of penny auction company ShopBIG through a comprehensive rebranding initiative anchored with a website redesign and update.
- Delivered a site design for ShopBIG that their developers could easily transition into their existing technical framework.
- Created a brand identity for local clients Hometeam Music and Soarse Spoken by designing logos, stationery, and websites; developed innovative album artwork utilizing original layout, typography, and illustration work.

# FYZA HASHIM

Visual Designer

---

14eleven.com  
fyza@14eleven.com  
917 375 3712

## Fresh Fanatic, Brooklyn, NY

2009 - 2010

**Art Director, Visual Design** - Revitalized the organic market's overall image and brand recognition. Leveraged creative flair with business acumen to design multi-media solutions that drove significant increases in brand awareness and overall market share.

### Key highlights

- Conceptualized a fresh look for the website that was aesthetically pleasing as well as easy to navigate; collaborated with global developers to bring the vision to life using the latest in web design technologies.
- Streamlined the market's overall image by carrying over the most pertinent web design concepts into new print advertising.
- Enhanced the shopper experience by devising and developing a color-coded system for quick and easy in-store identification.

## Education

Certificate in Art Direction, Miami Ad School, Miami Beach, FL

Associates in Graphic Design, North Harris Community College, Houston, TX

## Client List

- MyTriggers.com
- Viallo
- SecretProjects
- ProcessArc
- SoarseSpoken
- Auto Cosmetic
- Hometeam-Music
- DJ Ideal
- Model.Fragment
- Milky Fresco

## Proficiency

Adobe Illustrator, Adobe Photoshop, Adobe Fireworks, Adobe Dreamweaver, Adobe InDesign, Fetch, Fugu, FlightCheck, HTML, CSS, MS Office Suite, Mac and Windows.