

# Amna Fazli

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## Core Skills

### Design

Consumer Products, Gift & Stationery, Packaging, Typography, Illustration, Hand-lettering

### Production

Prepress, Four-Color Printing, Specialty Finishes, Digital & Print Templates, DAM

### Tools

Adobe Creative Suite, Figma, Procreate, Google Workspace

### Soft Skills

Trend Research, Art Direction, Team Leadership, Cross-Functional Collaboration, Workflow Optimization

## Education & Certifications

B.A. in Communication  
Front-End Web Development Certification  
Interactive Media & Graphic Design Certification  
Collaborative Leadership Certification

## Professional Summary

*Creative and strategy-driven Senior Designer with 10+ years of experience in print and digital product design, packaging, and stationery. Known for translating trends into compelling consumer goods, managing fast-paced creative pipelines, and leading cross-functional teams. Passionate about seasonal storytelling, brand integrity, and delivering beautiful, functional design.*

## Professional Experience

### Production Design & Asset Coordinator

*Hint, Inc. | Aug 2023 – Present*

- Executed final packaging and digital assets (email, POS, online marketing) aligned with brand and seasonal direction
- Produced design prototypes and clean production files for print and digital delivery
- Coordinated trafficking and approvals across teams and vendors to meet tight timelines
- Maintained organized assets using project management tools and digital file systems
- Interpreted brand guidelines to develop trend-relevant and visually cohesive artwork
- Identified and improved internal workflows for greater creative efficiency and handoff clarity
- Archived final files and maintained an up-to-date digital resource library

### Senior Designer

*Mixbook.com | Oct 2016 – Aug 2022*

- Led annual design strategy across cards, photobooks, and stationery based on trends, data, and market gaps
- Directed 30+ seasonal product launches per quarter, from concept to production
- Managed a team of 7+ freelance designers; facilitated trend brainstorming and design critiques
- Conducted in-depth trend research (color, layout, markets) to drive innovation in product offerings
- Collaborated with merchandising, UI/UX, and marketing teams to align design with brand and user needs
- Oversaw full product lifecycle, ensuring prepress accuracy and adherence to brand specs
- Designed digital files and illustrations for both print products and digital/social campaigns
- Built scalable internal design systems and streamlined cross-functional creative processes
- Supported photoshoots, marketing asset creation, and partner collaboration initiatives

