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| Michael Smith | | |
| Summary  Innovative Visual Designer with over 5 years of experience in creating compelling digital experiences. Proven track record of delivering high-quality design solutions that enhance brand visibility and engage users effectively.  Work Experience  **Visual Designer Mar 2021 – Present**  Digital Marketing Agency Los Angeles, CA   * Led design projects for high-profile clients, achieving a 25% increase in client retention through innovative branding strategies. * Developed user-centered designs that improved usability scores by 40%, contributing to the overall success of the digital products.   **Graphic Designer Jun 2018 – Feb 2021**  E-commerce Company Los Angeles, CA   * Created visual content for marketing campaigns, resulting in a 50% increase in online sales during promotional periods. * Collaborated with cross-functional teams to enhance product visuals, leading to a 15% increase in customer satisfaction ratings.   Education Bachelor of Arts: Design May 2018 *California State University, Los Angeles**Los Angeles, CA*  certifications   * Certified UX Designer – Interaction Design Foundation – 2020 | Contact  (555) 555-5678  michael.smith@example.com  Los Angeles, CA 90001  Skills  Adobe Creative Suite  Figma  InVision  User Experience (UX) Design  Wireframing  Prototyping  Brand Development  Digital Marketing  Collaboration  Project Management |