



**FARIHA ALHASSEN**  
GRAPHIC DESIGNER

714.869.4956  
Chino Hills, CA  
www.FarihaAlhassen.com  
farinspiredesigns farihaal

## CONTACT INFORMATION

714.869.4956  
FarInspiredDesigns@gmail.com  
www.FarihaAlhassen.com

## EDUCATION AND DEGREE

SEPT 2010-JUNE 2014

California State Polytechnic University  
Pomona, CA

Degree received: Bachelors of Fine Arts (BFA)

## DESIGN SPECIALTIES

Branding | Marketing  
Digital Illustrations  
Print | Packaging Design  
Apparel Design  
Motion Graphics | Video  
Photography | Editing  
Web Design

## PROGRAMS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe AfterEffects  
Adobe Dreamweaver  
Adobe Lightroom

## LANGUAGES

English (Native language)  
Arabic (Proficient)  
Spanish (Intermediate)

## EXPERIENCE

### FARINSPIREDDESIGNS

Chino Hills, California

(March 2008 - Present)

GRAPHIC | WEB DESIGNER (Founder)

Works with clients for custom designs. Projects range from branding, packaging design, apparel design, promotional & marketing materials. Includes web and print work.

### RUTHLESS VAPOR | RAW MEDIA CO.

Ontario, California

(March 2017 - Present)

LEAD DESIGNER

Designing graphics for marketing campaigns, which include daily social media posts, banners, newsletters. Responsible for developing new website layouts, photography, motion graphics, ad campaigns, print, package & label designs.

Other print material includes car vinyl wraps and digital billboard displays.

Worked closely with Raw Media clients on print collateral as well as unique branding ideas for various clients.

### QUPID INC.

City of Industry, California

(October 2014 - June 2015)

GRAPHIC | WEB DESIGNER

Responsible for designing wireframes for retail side of website. Created banners, footers, email blasts, and ad graphics. Worked on print material such as monthly catalogues and redesign of packaging. Contributed to product photography and campaign photoshoots. Responsible for content development.



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## AWARDS AND ACHIEVEMENTS

### UST GLOBAL - APP Winning Finalist - 2014

From conceptualization to execution, La Luna was a hypothetical app that monitored a woman's cycle. In theory, a user would be able to have her own account and also have the capacity to order birth control from her own phone.

Monthly subscriptions would be made readily available as well.

<https://finance.yahoo.com/news/ust-global-partners-california-schools-133000003.html>

## NOTABLE COLLABORATIONS

### The Tyra Banks Company- 2012-2013

Collaborated with the Senior Director of the Tyra Banks Company on three separate projects.

### DANCEMBER- 2017-2019

Worked with Benji and Judy Travis, Youtube Influencers, simultaneously on projects such as Dancember. Dancember is a yearly charity event that brings together influencers that dance and donate to raise money for children that live in poverty.

Collaborated on graphics, promotional material, redesign of logo, animated gifs, lower thirds (that were broadcasted throughout the event), as well as a Step and Repeat Banner.

## EXPERIENCE (CONTINUED)

### CHRISSELLE INC.

Los Angeles, California

(October 2014 - June 2015)

#### GRAPHIC DESIGNER

Worked with Chriselle INC's social media coordinator and director of operations on day-to-day tasks. Collaborated with the Chriselle Inc. creative team on blog content, layout, designs, and promotional ideas for branding of the company. Daily tasks included social media and blog graphics.

Collaborated with clients such as Estée Lauder and 7 For All Man Jeans on initial storyboards for video proposals for campaigns on behalf of Chriselle Inc.

Responsible for overall look of the company media kit.

Worked with social media coordinator on daily fashion posts for the Chriselle Inc. blog and other social media sites, including Facebook and Instagram.

### LYNK LAB

Walnut, California

(August 2014 - October 2014)

#### GRAPHIC DESIGN INTERN

Responsibilities included daily creative posts for different social media outlets. Created mailers, posters, web design layouts, company portfolio layouts, and template designs for websites for various clients.

Clients included a variety of well known chain restaurants.