

Creative Lead

Art Direction & Social Media Marketing

AMINE SHIMOU

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WORK EXPERIENCE

EcoServants Project
Nov 2025 - Feb 2026
Remote

Digital Media & Creative Strategy

- Leads social media storytelling and visual direction.
- Build systems that ensure consistent, engaging campaigns, increasing brand visibility by 30%
- Developing digital marketing materials and copy to drive volunteer engagement and global support.

Agency / Freelance
Oct 2015 - July 2024
Remote

Graphic Design & Content Creation

- Creating concept art that strengthens brand identity through a distinctive and cohesive visual style. Increased the agency’s customer retention by 30%.
- Designing digital content that integrates my signature artistic approach to cultivate and engage a dedicated audience, thereby saving the industry 2-3 months of client research.

BrownMill Co
Aug 2017 - Dec 2021
Newark, NJ

Product Design & Illustration

- Provided art direction and developed concept designs for numerous key campaigns, shaping and sustaining brand staples. Contributing to a 15-20% lift in overall sales and helped sharpen the brand’s visual language, selling 400+ units per release.
- Crafted a visual identity that harmonizes cultural elements, understated sophistication, and contemporary streetwear aesthetics.

EDUCATION

Middlesex College
2017

Associate in Applied Science - Advertising Graphic Design

Hands-on studio-based training in visual communication, branding, typography, web, print, photography, and advertising. Emphasis on concept development, visual systems, and translating ideas into clear, compelling design outcomes using industry-standard tools.

Google Coursera
2025

UX/UI Design Certificate

Focusing on empathy-driven design, user experience, and collaboration across disciplines.

Western Governors University
2026

Bachelor of Science - Communications

Focused on strategic communication, audience psychology, messaging, storytelling, and cross-platform content. Strengthened ability to align visual design with narrative, brand voice, and real-world communication goals.

SKILLS

Personal

Attention to Detail
Strategic Planning
Time Management
Verbal Communication skills
Leadership
Business Communication
Collaboration skill
Networking
Tiktok, Instagram, Facebook
Pinterest, Youtube

Professional

Community Engagement
Community Management
Analytics / SMS
Researching
Social Media Content
Adobe Creative Suite
Canva
Performance Metrics
Audience Insights
Create Content

AWARDS

Design Merit Award - PRAB Disaster Relief Effort

Branding uniform designs supporting hurricane relief initiatives in Florida, Mexico, and Puerto Rico in 2017.

Top Viral Entry - “Morocco” Tiktok Trending Contest

Recognized for creating one of the most-shared and highest-performing videos in the national “Moroccan Tea” challenge.