

MAHFUZA CHOWDHURY

Senior Digital Designer

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PROFESSIONAL SUMMARY

Senior Digital Designer with 6+ years of experience creating user-centered digital experiences, including websites, landing pages, email campaigns, and digital advertising, that support business goals across multiple brands. Skilled at balancing brand stewardship with creative flexibility, adapting concepts across digital, print, and campaign-related deliverables as part of fully integrated marketing initiatives. Proven ability to own projects from concept through launch, partnering closely with marketing, product, and development teams to deliver on-brand, accessible, and user-focused work.

PROFESSIONAL EXPERIENCE

Senior Digital Designer — Lenox Corporation, Bristol, PA November 2023 – Present

- Own design and development of the company's e-commerce site and digital assets end-to-end, delivering visually compelling, functional experiences that align with brand guidelines and UI/UX best practices.
- Serve as a design resource within the Creative team, providing guidance on design feasibility for D2C and B2B email campaigns and digital initiatives.
- Establish and maintain design systems and brand documentation, ensuring consistency across web, email, and digital touchpoints as the brand evolves.

Digital Designer — Lenox Corporation, Bristol, PA September 2021 – November 2023

- Partnered with Marketing, Creative, and B2B teams to translate customer and business needs into integrated social media, web, and email campaign designs.
- Managed multiple concurrent digital projects, delivering high-quality, on-brand creative for marketing campaigns within tight timelines.
- Designed digital assets for the company website, email, and campaigns that increased email engagement by 15% in the first year.

Graphic Designer — Branded, Washington, D.C. May 2023 – March 2024, Freelance

- Developed creative concepts and layouts for client social media and digital campaigns, translating brand vision into cohesive visual execution.
- Researched user personas and design trends to inform high-quality, audience-relevant creative assets.
- Collaborated with the Branded team to ensure design accuracy and alignment with client needs and campaign goals.

Graphic Designer — Demant, Somerset, NJ June 2021 – November 2021, Freelance

- Produced and organized digital and physical marketing assets for wholesale product lines, supporting multi-channel go-to-market needs.
- Delivered high-quality work under tight, time-sensitive deadlines without compromising design quality.
- Incorporated design feedback and photo editing to improve the overall quality of marketing assets.

EDUCATION

Master of Professional Studies, User Experience Design — Maryland Institute College of Art, Baltimore, MD (August 2023 – December 2024)

BFA, Graphic and Interactive Design with Entrepreneurship — Tyler School of Art and Architecture, Philadelphia, PA (August 2017 – May 2021)

CORE SKILLS

Digital Design: Website & landing page design, email campaign design, digital advertising, responsive design, UI/UX design

CMS & Web Platforms: HubSpot, Webflow, Shopify (theme customization), experience building and maintaining on-brand web experiences

Design Software: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma, Adobe XD

Email & Marketing Platforms: Klaviyo (email design & automated flows)

Brand & Integrated Campaigns: Brand guideline development, design systems, print production, multi-channel campaign design

Front-End & Process: HTML & CSS, wireframing, prototyping, accessibility-conscious design, cross-functional collaboration