

# Layla Baghai

Graphic designer  
Based in Los Angeles

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## Experience

**Digital UX/UI Designer**     **HAUS**     **2022–Present**

Mid level digital designer at HAUS, a Los Angeles based full-service creative agency focused on digital experiences, brand development, and technology driven design solutions.

- Specialized in designing responsive web experiences, developing and applying brand identities, and collaborating with developers on scalable Figma design systems
- Conceptualized and presented multiple visual directions to clients
- Prototyped motion concepts across design work including load in animations, navigation behavior, and hover states
- Consistently delivered high quality, developer ready digital designs across all breakpoints
- Worked on embedded client retainer teams to deliver product design updates for A/B testing
- Designed within existing client design systems
- Clients included Instacart, Uber, and Delta

**Graphic Designer**     **Scout**     **2020–2022**

Graphic designer at Scout, a student led design studio specializing in building brand identities and websites for early stage startups.

- Collaborated with cross functional teams of designers and developers
- Presented multiple visual directions to clients on a weekly basis
- Designed comprehensive brand identity systems and launched fully responsive websites

**Graphics Intern**     **The Mayfair Group**     **Spring 2021**

Graphic design intern at The Mayfair Group, a Los Angeles based clothing brand focused on loungewear and elevated essentials.

- Worked with creative directors and merchandise designers to develop brand campaign concepts for upcoming clothing drops
- Designed high quality social media assets to support brand campaigns and initiatives

## Education

**Northeastern University**

BA in Graphic Design  
Class of 2022

## Skills

UX/UI design  
Product design  
Brand identity  
Responsive web design  
Type design

## Programs

Figma  
Webflow  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Adobe Lightroom  
Glyphs