

# Amina Kulthoom Hasan

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## WORK EXPERIENCE

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### **CBRE Group Inc.**

*Strategy Analyst - Workplace Strategist, Change Management Specialist*

*Jul 2022 - Jan 2024*

- Partnered with Managing Director and Global Lead of Workplace Solutions to optimize the hybrid working model of a leading private equity fund administrator via analyzing mandated company policy effects on office utilization of 75 financial and professional services firms. Identified low show-up rate macro trends to recommend a 2 days/week hybrid working model and minimal office real estate expansion resulting in savings of \$700K.
- Selected as sole CBRE representative and thought partner to expand change management team at a large global bank's headquarter site launch event (100 attendees). Designed marketing materials to pitch CBRE's change management offering at site launch, resulting in developing a team of 35 across the client and internally to support adopting sustainability efforts and future of work aligned with the bank's new workplace vision.
- Initiated a method for remote collaboration and communication with academic medical center client team by developing and templating digital platform tool, enriching process from utilizing 3 manual note takers to technology-driven real-time feedback and organized discussions, replacing siloed conversations and churn and saving client team 5 hours/week.
- Nominated as the "Culture Crew Connector," representing the local office in a national team-wide initiative to foster a cohesive team culture. Successfully operated within budget constraints to organize first-ever holiday lunch and white elephant game.

### **Abul Fazal Puzzles**

*Founder - Manager of Design, Operations, Production, Marketing, and Sales*

*Oct 2023 - Current*

- Addressing need for cognitive game products targeted towards minority religious group, established a business to release 7 (and ongoing) jigsaw puzzles themed around historical heritage sites, religious scriptures, and 7th century philanthropic leaders.
- Crafted designs using Adobe Photoshop with advanced techniques including layering, design theory, and strategic considerations such as high contrast color choices paired with legible text to create engaging content for diverse users.
- Expanded market reach by implementing print-on-demand solutions and seamlessly integrating them with an Etsy Storefront, increasing site engagement by 80% through marketing channels (social media campaign, digital ads, referrals).

### **TransCrypts (blockchain documentation service Startup)**

*Freelance Designer & Marketer*

*Jan 2022 - Mar 2022*

- Contacted by CEO to create company's end-to-end graphics base, composing pictorial elements inspired by analysis of company's culture and industry trends. Transformed User Interface with customized icon base and graphics into website and started an iterative feedback loop with key stakeholders in the business to assess site functionality, usability, and flow.

### **American Bankers Association**

*Graphic Designer*

*Jun 2021 - Aug 2021*

- Collaborated closely with the marketing team to design effective and jovial designs as collateral for company-wide conference including name tags, posters, and schedule with a cohesive theme representing the brand and conference objectives.
- Compiled internal employee cookbook, leveraging staff anecdotes to increase personability with recipes. Oriented the cookbook pages to resonate with a wide audience, creating an equity-focused layout for seamless navigation and accessibility.

## EDUCATION

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### **Cornell University**

*Sc.B. in Human-Centered Design; GPA: 3.7, Dean's List*

*Aug 2018 - May 2022*

- *Workplace Strategy Studio Class Project:* Developed design strategy report with tier 1 strategy consulting firm via interviews, journey mapping, and user personas. Proposed recommendations to hybrid working and inclusive firm culture.

## CERTIFICATIONS AND SKILLS

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**Certifications:** Google UX Design (Foundations of User Experience Design), Foundations of Digital Marketing and E-Commerce

**Research:** User experience, User research, User testing, Design thinking, Storyboarding, Prototyping, Data analysis, Financial analysis, Market research, Workplace Strategy, Change Management

**Technical:** Figma, Adobe Suite, Microsoft Office Suite, Canva, Qualtrics, Social Media, Revit, AutoCAD, Miro