



Amna Saleem

Nationality: Pakistani **Date of birth:** 24/01/2003 **Gender:** Female

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Work: Rawalpindi (Pakistan)

ABOUT MYSELF

Amna, a Visual Communication Designer with expertise in branding, digital media and UI/UX crafting content that connects and communicates emotionally. Fluent in Adobe, good in team vibes, from pixels to print, I make visuals hit. Camera in hand, eye on the frame, storytelling meets aesthetics in everything I create.

WORK EXPERIENCE

Self-Employed – Pakistan

Country: Pakistan

Link https://dribbble.com/_Momin

Visual Communication Designer

[01/06/2022 – Current]

Collaborated with clients to understand project needs and create designs aligning with brand identities. Delivered engaging visuals across media while managing multiple projects and meeting deadlines. Integrated client feedback, adhered to industry standards, and stayed updated on trends.

Adoptimize – Islamabad, Pakistan

City: Islamabad | Country: Pakistan

Graphic Designer

Created visual concepts and graphics for marketing campaigns. Collaborated with teams to meet client needs. Delivered projects on time with engaging designs.

Red News – Rawalpindi, Pakistan

City: Rawalpindi | Country: Pakistan

Graphic Designer

Developed brand visuals, digital ads, and video thumbnails for diverse media campaigns. Contributed creative ideas during team brainstorming sessions for marketing campaigns.

New Islamabad Town – Islamabad, Pakistan

City: Islamabad, Pakistan

Graphic designer

Produced professional presentations and pitch decks for potential investors and clients. Ensured brand consistency across print and digital platforms, enhancing the visual identity of the project.

EDUCATION AND TRAINING

Bachelor of Design - Visual Communication

University of Gujrat, Hafiz Hayat Campus [14/09/2020 – 04/08/2024]

City: Gujarat | Country: Pakistan | Website: <https://uog.edu.pk/main.php>

SKILLS

Adobe Photoshop, Illustrator, and AI / Visual Storytelling / Branding & Packaging Design / campaign visuals / Social Media Content Design / photographer / Digital art and Illustrations / Handling Information and content / Interactive Design / Organizational and planning skills / UI/UX / Magazine Layout / Advertising and marketing / Typographic Design / Canva Designer / Creating and editing visual contents (pics, posters, invitations, presentations) / video thumbnails

PROJECTS

Golden Maknae

Built the full brand vibe for Golden Maknae from logo, ads, and animations to a custom website and product photography.

Went all in with stationery, standees, and banners to bring a full-on marketing and design experience to life.

Link: <https://bit.ly/3ZmrdRS>

The Unseen Shadow: A Journey Through the Hidden Aspects of Human Personality

Dived into the hidden sides of personality with a visual story told through a graphic book and custom characters.

Backed it with merch, posters, and graphic art crafted using Photoshop, Illustrator, and hand-drawn sketches.

Link: <https://bit.ly/3ZoAnxc>

Public Awareness

Created a bold awareness flex spotlighting breast cancer symptoms, prevention tips, and self-check guides.

Empowered women with knowledge because early detection isn't just care, it's power.

Link: <https://bit.ly/3Fi5pA9>

Self Magazine Design

Designed a personal magazine mixing stories, photos, and raw reflections my creative deep dive into self-discovery.

Uncovered hidden layers of myself while sharpening my photography game and visual storytelling skills.

Link: <https://bit.ly/4kqPVJc>

Rhythms of Life

Refined my story through snappy clips and voiceovers, leveling up my editing game for a clean finish.

Got bold with creative expression turning raw ideas into emotionally clear, scroll-stopping content.

Link: <https://bit.ly/3GYe0sh>

CERTIFICATIONS AND ACHIEVEMENTS

Brand Management: Strategies for a Strong Brand, Coursera 2024

Link: <https://bit.ly/43nbbZo>

Foundations of Project Management, Google Career Certificates

Link: <https://bit.ly/3GZd9Yt>

Designing User Interfaces and Experiences (UI/UX), IBM

Link: <https://bit.ly/4j656Xb>

Certificate of Participation in Art Exhibition at Lalamusa Arts Festival 2023

Link: <https://bit.ly/3Fi5FiB>

Creative Writing: The Craft of Plot and Character, Wesleyan University

Links: <https://bit.ly/43qOeVj> | <https://bit.ly/3SF7oBw>

Certificate of Appreciation - Connected Pakistan Conference 2022

Link: <https://bit.ly/3SEJw10>

LANGUAGE SKILLS

Mother tongue(s): Urdu

Other language(s):

English

LISTENING B2 READING B2 WRITING B1

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user