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Summary

"I have accumulated over 12 years of experience, with a solid decade dedicated to the graphic design industry. Throughout my career, I have honed my skills and expertise in various aspects of graphic design, including (logo, branding, social media content, illustration, web design, motion graphic, etc.).

My achievements in this field include (Lovelt, Innerwear (Award: Best graphic/web designer), Spinning-wheel, Bella (Award: Talented graphic designer). In my previous roles, I have consistently delivered high-quality work and contributed to the success of the 500 fortune companies, teams and organizations I've been a part of.

Experience



Motion Graphic Designer

J7 Group

Mar 2022 - Nov 2022 (9 months)

In Pakistan, J7 Group is making a significant impact in the construction and real estate sectors. In my role as a graphic/motion designer, I focus on creating highly impactful and engaging designs for print and digital assets across various platforms including the website, YouTube, Instagram, and Facebook. I manage daily tasks and collaborate closely with the design manager to develop compelling ideas and concepts. Through utilizing the latest design trends and ensuring brand consistency across platforms, I have played a vital role in assisting the company in achieving its targets.

Motion Graphic Designer

Pak Green Property & Builders

Aug 2022 - Oct 2022 (3 months)

Pak Green Property and Builders offers a range of services within the real estate sector.

My role involves revitalizing their presence across all social media platforms and brand identity, giving them a fresh look and feel. I provided them with advanced, timely solutions, resulting in a remarkable 25% increase in sales from their social media channels (YouTube, Facebook). And securing a leading position in the market.

Senior Graphic Designer

Al Madina Real Estate Company

Oct 2021 - Mar 2022 (6 months)

Al-Madina Real Estate offers real estate services in the heart of Bahira Town, Islamabad. My responsibility is to enhance their digital and print assets (website, logo, brand identity, payment plans, motion graphics, Facebook page, fb ad design, etc.) to drive increased sales. I have provided them with unique and modern design solutions to establish a luxurious image for their brand. Consequently, sales have surged by 20% to 25% across all channels in just 40 days.

Logo / Graphic / Print and Web Designer

<https://www.upwork.com>

Jan 2010 - Oct 2020 (10 years 10 months)

As a graphic designer my responsibilities providing advance and timely solutions that have a high visual impact. The role involves listening to clients and understanding their needs before making design decisions.

Their designs are required for a huge variety of products and activities, such as websites, logos, advertising, books, magazines, posters, computer games, product packaging, exhibitions and displays, corporate communications and corporate identity, i.e. giving organizations a visual 'brand'.

My role is to a brief agreed with the clients, creative directors or account managers to develop creative ideas and concepts, choosing the appropriate media and style to meet the client's objectives.

The work demands creative flair, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines.

Freelance Logo / Branding / Cooperate Identity / Social Media Ads (500 Fortune Companies)

99designs.com

Nov 2014 - May 2016 (1 year 7 months)

Get rich experience in the designing industry with top notch clients at 99design.com. Their designs are required for a huge variety of products and activities, such as websites, logos, advertising, books, magazines, posters, computer games, product packaging, exhibitions and displays, corporate communications and corporate identity, i.e. giving organizations a visual 'brand'.

My role is to a brief agreed with the clients, creative directors or account managers to develop creative ideas and concepts, choosing the appropriate media and style to meet the client's objectives.

The work demands creative flair, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines.

Freelance Graphic Designer

Virtual Co-op's

Oct 2014 - Dec 2014 (3 months)

At Virtual Co-op, offers print and digital media (logo, web, brand identity, flyer's, banner's, bill board, etc) services for (500+) domains to the public. I have assisted them in creating modern and unique designs while also providing timely solutions. As a result, there has been a 30% increase in sales, and the company has risen to the top of the market.

Online Graphics and Photo Editor (eBay, Amazon)

HBC DEPOT

Oct 2012 - Feb 2014 (1 year 5 months)

HBC Depot is a well-known retail store located on Wall Street in New York. They are a trusted client on "Upwork" and have expanded their investments to over \$50,000 on freelancer. My responsibilities include upgrading and managing their online stores (website, Amazon, eBay) as well as their social media channels (Facebook, YouTube).

I engage directly with the accounts manager and director for routine tasks and collaborate with them to develop creative ideas and concepts. By incorporating modern and attractive design trends, I was able to increase the company's sales by 20% to 30% in the very first month.

- Responsibilities

1. Image Editing

- > Clipping path.
- > Image cutout/ Deep Etch.
- > Photo Retouching (Spot, Dust, Blemish, Scratch, unnatural reflection etc.).
- > Color enhances & adjustment.
- > Photo Manipulation / Neck Joint/ Image combined.
- > Masking (Alpha, Channel, Erase, Hair masking).

2. Graphic Designs

- > Sales banner.
- > Web banner's.
- > Promotion banner's.
- > Greeting banner's.
- > Flyer's.
- > Bill Boards.

Freelance Graphic Designer (eBay)

BELLA+CANVAS

Aug 2012 - Nov 2013 (1 year 4 months)

Bella is the top-earning store on eBay and in their town, Greater Los Angeles. My responsibility is to boost sales and enhance the appearance of brand identity and digital media on web, eBay and Facebook channels. I handle routine tasks and collaborate with account manager on developing compelling ideas and concepts. By leveraging the latest design trends and maintaining brand consistency, I contributed to achieving sales goals. Consequently, I successfully increased the company's sales by 30% within a month.

- Responsibilities

- 1-Print Designs

- Catalog's
- Business card.
- Letter head.
- Sign boards.

- 2-Graphic Designs

- T-Shirt designs.
- Photo editing.
- Ad banner's.
- Ad tag's.
- Promotion Ads.
- Sale Ads.
- Sales Banner's

Freelance Web and Graphic Designer (online store, eBay, Facebook)

THE DRESS OUTLET

Jan 2012 - Oct 2013 (1 year 10 months)

THE DRESS OUTLET is the top-earning store on eBay and the city of Los Angeles. My role involves driving sales growth through improvements of print and digital assets across platforms such as the website, eBay, and Facebook. I work closely with the account manager and design associate to develop engaging ideas and concepts. By leveraging the latest design trends and ensuring brand consistency across platforms, I have played a key role in helping the company meet its sales targets. As a result, sales successfully boosted (25% to 30%) through each channel. which establishing the company's strong market presence.

- Responsibilities

1. Print Design

- Catalog design.
- Letter head.
- Business cards
- Sign boards.

2. Graphic Design

- Image editing.
- Manipulation.
- Color correction.
- Ad tag's.
- Promotion ads.
- Sale ads.
- Sale banner's.
- Web banner's.
- Call to action.
- Web button's.
- Greeting banner's.
- Holiday banner's.

L Freelance Graphic Designer (flagship store, eBay, Facebook, Amazon)

Lovelt

Sep 2012 - Jan 2013 (5 months)

Lovelt, the top online clothing store in Hong Kong, achieved the prestigious No. 1 ranking and won an award in 2013. With leading sales performance on eBay and Amazon. My responsibilities include driving sales growth by enhancing print and digital assets across multiple platforms, including the flagship store, eBay, Amazon, and Facebook. I oversee daily tasks and collaborate closely with the design manager to generate compelling ideas and concepts. Through leveraging the latest design trends and ensuring brand consistency across platforms, I have played a pivotal role in helping the company meet its sales targets. Consequently, the company successfully increased the sales by 15% to 20% through each channel.

- Responsibilities

- 1-Print designs.

- Catalog
- Business cards.
- Letter head.

2-Graphic designs.

- Image editing,
- Manipulation,
- Color balancing,
- Back ground removal,
- Promotion banner's,

Education



COMSATS Institute of Information and Technology

Graphic Designing, Brand / Graphic / Print / Logo

2007 - 2008



University of Peshawar

Bachelor's degree, Graphic Design

2004 - 2006

Licenses & Certifications



Motion Designer - Adobe Learning Manager

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Brand Designing - COMSATS Institute of Information and Technology

CIITGW00124



Graphic and Web elements designing - COMSATS Institute of Information and

Technology

CIITGW00124

Skills

Dropbox • Digital Marketing Content • Product Promotion • Brand Book • Motion Graphics •
Corporate Branding • Corporate Identity • Graphic Design • Social Media Advertising • Landing Pages