



Abdul Basit

Full-Stack Designer

[LinkedIn ↗](#)

[Behance ↗](#)

[Website ↗](#)

Multidisciplinary Creative Designer with 4+ years of hands-on experience in graphic design, brand identity, visual communication, and WordPress CMS. I specialize in building cohesive brand systems and workflow solutions that help businesses work smarter, launch 2x faster, and scale with clarity. Adept at transforming strategic goals into compelling visuals that engage and convert, I deliver high-impact results across both print and digital platforms. Known for combining creative storytelling with precise execution to drive consistent and scalable brand outcomes.

Khayaban-e-Sir Syed, Rawalpindi - +92 303 5180830 / +92 314 5686351 - abdulbasitsh04@gmail.com

Experience

Health Aid College, Islamabad

Manager Design Operations (MDO)

Oct 2022 - Present

- Led visual branding across digital and print media for institutional promotions and events
- Designed, developed, and maintained the WordPress website ensuring performance and consistency
- Delivered key visuals for academic campaigns, admissions, and social platforms
- Collaborated with multiple departments to align communication with unified design systems

Asia Entrepreneurs Academy @ ASEAN

Honorary Chairperson - Advertising & Promotion Advisory Board

Mar 2019 - 2023

- Recognized for impactful freelance design support across branding, marketing collateral, and campaigns
- Appointed Chair of Advisory Board for creative contributions to Asia-focused entrepreneurship initiatives

Prime Sports Academy

Brand Designer

Freelance Project - 2023

- Designed brand identity and a responsive WordPress website for the Royals Ki Talash initiative
- Delivered full brand kit and templates used in outreach and internal promotions

Mirpur Royals - Kashmir Premier League (KPL2)

Lead Visual Designer

Freelance Project - 2022

- Designed the main social media template shared with the internal design team for consistent rollout
- Developed sponsorship proposals and key branding visuals to boost audience engagement

Skills

- **Design Tools & Software** Adobe Photoshop, Adobe Illustrator, Affinity Designer, Affinity Publisher, Affinity Photo, Figma, DaVinci Resolve, Canva
- **Brand & Visual Design** Logo Design, Brand Identity, Social Media Graphics, Print Design, Typography, Decks
- **Web & Development** WordPress, Elementor, WooCommerce, HTML, CSS, Responsive Web Design
- **Professional Competencies** Creative Direction, Brand Strategy, Project Management, Client Communication, Workflow Systems

Certifications

Digital Branding

↗ [Rajeev Mehta](#) - Nov 22, 2024

- Digital Branding - Build a brand from zero

Unlock Typography

↗ [Rajeev Mehta](#) - Dec 3, 2024

- Unlock Typography - A complete course on font selection

Graphic Design | CalArts

↗ [Coursera](#) - July 31, 2023

- Fundamentals of Graphic Design
- Introduction to Typography
- Introduction to Imagemaking
- Ideas from the History of Graphic
- Design Brand New Brand

Pinobal Digital Media & PR Pvt Ltd, Islamabad

Graphic Designer

May - August 2020

- Developed marketing visuals, social media graphics, and branded collateral for campaigns
- Ensured visual consistency and impact across various formats

Fiverr & Upwork

Graphic Designer & WordPress Developer

2018 - Present

- Created visual identities, print and digital campaigns, and websites for clients globally
- Built responsive, e-commerce enabled WordPress sites using Elementor and other tools
- Ensured high client satisfaction through strong communication and timely delivery

Freepik Contributor

Visual Designer

Sep 2022 — Present

- Publish high-quality assets including templates, icons, vectors, and business materials
- Contribute regularly to align with platform design trends and licensing standards

Air University, Islamabad

Lead Student Designer

2016 — 2020

- Developed design, management, and WordPress skills while supporting education through freelance work
- Served as Graphics Head for Air Media Club (2016 - 2018) and AirTech (2017)
- Designed official logos for the Department of Physics, Department of Mathematics, AirNexus, APDC, and Air Media Club
- Directed branding and visual identity for major university events including AirMUN (2019), Sports Week (2018), and APDC (2018)
- Volunteer Graphic Designer, International Conference on Physics & Mathematics (2017)
- Winner - Poster Design Competition at Institute of Space Technology (2017)
- Judge for design categories at AirNexus (2018)

99designs

Logo Designer (Contest-Based)

2018

- Logo contest winner twice on 99designs.
- Runner-up in two additional logo contests on 99designs.

UX Design | Google

↗ [Coursera](#) - Oct 13, 2022

- Foundations of User Experience (UX) Design

UI UX Design | Airschool

↗ [Zeeshan Ahmed](#) - Sep 01, 2022

- Become A Top UI UX Designer and a Superstar Freelancer From Scratch

Graphic Design | LWE

↗ [LWE private Ltd.](#) - Nov 03, 2020

- Graphic Designing

WordPress | SkillsFirst

↗ [SkillsFirst](#) - Oct, 2020

- Learn WordPress to build websites with Saad Hamid

WordPress | Udemy

↗ [Ferdy Korpershoek](#) - July 30, 2019

- How to make a WordPress website with the DIVI Theme

Workshop

Health Aid | Islamabad

↗ [Trainer](#) - Feb 20, 2023

"Mastering the Art of Paper Formatting: A Practical Workshop" at Health Aid College of Nursing & Health Sciences, Islamabad.

NUML | Islamabad

↗ [Speaker](#) - May 17, 2023

"Designing for the Bottom Line - Improve Business Performance with Graphic Designing" at National University of Modern Languages (NUML), Islamabad.

Education

Air University | Islamabad

↗ [B.S. in Natural Science](#) - Jan 2016-2020

- Gold Medalist, CGPA: 3.71 / 4.00
- Published research on meteorological science
- Internship at Center for Earthquake Studies, NCP Islamabad