



Noorulain Paracha

GRAPHIC DESIGNER - UI/UX

About me

Creative, hard working graphic designer with **5+ years** of experience who stands out. I have got a unique mix of creativity, time management, problem solving, and technical skills. I try to bring my positive energy to the team as working with people is equally important to me.

Experience

Senior Graphic Designer | 2024 - 2025

Joyland & Super Space / Rawalpindi

- Created engaging visual content for social media platforms, including static posts, animated graphics, and digital campaigns tailored for entertainment audiences.
- Designed billboards, brochures, flyers, standees, and other promotional print materials to support brand visibility and marketing objectives.
- Developed creative themes and layouts for seasonal and event-based campaigns, contributing to increased footfall and brand engagement.
- Collaborated with marketing and event teams to conceptualize and execute graphics for large-scale events such as Car Shows, Pet Shows, and Lucky Draws, ensuring cohesive branding across all media.
- Maintained brand consistency across all design projects while experimenting with fresh and innovative ideas to appeal to target demographics.

Senior Graphic Designer | 2024

Starland Marketing Builders & Developers / Islamabad

- Managed marketing campaigns for real estate projects, including Star Heights and Star Villas, leading to increased sales and brand visibility.
- Designed promotional materials such as brochures, flyers, banners, and postcards that effectively showcased properties and highlighted the agency's services.
- Produced engaging social media content and public service messages tailored to the target community, enhancing Starland's online presence.
- Collaborated with Architects, Interior Designers, and Civil Engineers to showcase Starland's projects, creating a seamless connection between creativity and real estate.
- Played a key role in production, DVC (Digital Video Content) shoots, script writing, and talent hunt for promotional campaigns, ensuring high-quality and effective marketing outputs.
- Managed high-pressure environments and strict deadlines with adaptability and strong focus on detail.

Contact

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Education

Computer Science

Bachelor's Degree

Air University

2016 - 2020

Jinnah Institute

Intermediate Degree

2014- 2016

Skills

ILLUSTRATOR	
FIGMA	
PHOTOSHOP	
XD	
UI DESIGN	
HTML / CSS	
MS OFFICE	

Hobbies

- BADMINTON
- HIKING
- EVENT MANAGEMENT

Certifications

Certificate in IT

Kamyab Jawan Program
Hazza Institute - ISB
2020 - 2021

Graphic Designer

DigiSkills Training Program
2023 - 2023

Freelancing

DigiSkills Training Program
2018 - 2018

Senior Graphic Designer | 2024 - 2024

Nine Keys Real Estate / Islamabad

- Crafted captivating and visually compelling social media content across various platforms.
- Produced eye-catching designs for event invitations, banners, and promotional materials.
- Designed and produced high-quality ads to promote properties and engage with the target audience, resulting in a 20% increase in online engagement within three months.
- Provided design support for miscellaneous projects, including presentations, advertisements, and print materials, meeting tight deadlines and maintaining a high level of quality and accuracy.

Graphic Designer | 2023 - 2024

The Events & PR / Islamabad

- Conceptualized and executed visually striking designs to support a wide range of events and public relations initiatives.
- Maintained a uniform visual identity for the brand across all social media channels, ensuring brand guidelines.
- Actively engaged with clients to understand their vision and requirements, translating concepts into visually appealing designs.
- Managed and curated the company's social media platforms, creating content to enhance online visibility and engagement.
- Crafted graphics that aligned with the company's image, and brand presence across various social channels.

Graphic Designer & QA | 2021 - 2022

Developers Hub / Islamabad

- Responsible for daily design projects (brochures, catalogs, posters etc).
- Created logos, wireframes, layouts and page designs for multiple client websites.
- Handled all social media posts and marketing.
- Designed a lead generation and plant website.
- Handled web design for 85% of client's projects.
- Used Illustrator, Photoshop and XD daily to produce.

Graphic Designer & Software Engineer | 2021

Gravixar UAE / Dubai

- Recreated the new design of the company's website.
- Developed the website into a user-friendly website using HTML, CSS, Bootstrap and JavaScript.
- Learned about WordPress Plugin Development.
- Lead standup meetings and for other projects among the team members.
- Illustrator, Photoshop and XD were used for daily production.

Front-End Developer & Designer | 2018

National Incubation Center / Islamabad

- Designed brand logos of 2 startups (A's Technology & Elogic Solutions).
- Created an overall layout and front end development of the startup website using HTML, CSS, Javascript and Bootstrap.
- Used Adobe Photoshop & Illustrator for the production of graphic elements and Adobe Dreamweaver for web development.