



KIRAN ALTAF

Graphic Designer | Digital Marketer| Social Media Enthusiast

I am a creative and multitalented Graphic Designer with extensive experience in multimedia, marketing, and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

Contact

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Education

- MSc Administrative Sciences
AIOU
- B.Com
Agriculture University Faisalabad
- HSSC
Federal Board
- SSC
Federal Board

Additional Education

- Diploma in Graphics
Arena Institute Rawalpindi
- Diploma in IT
Skill Development Council
- Certification in Digital Marketing
NUST University
- SEO Certification
DigiSkills
- Certificate in Video Editing & Photography
HUNERKADA College

Experience

- Associate Manager Web Media Cell
Pakistan Air Force Hospital Islamabad 15th Dec, 2021 to till now

PAF Hospital Islamabad, my primary role revolves around overseeing and managing various aspects of media production and design projects within an organization, I manage all hospital visual communication materials that are created and delivered effectively, aligning with the overall branding and marketing strategies.

Primary responsibilities include:

- Provide creative direction and guidance to the design team, ensuring that all visual elements, including graphics, images, videos, and layouts, are visually appealing, on-brand, and meet the project objectives.
- I manage the entire lifecycle of media and design projects, from conception to completion. This involves defining project goals, establishing timelines, allocating resources, and coordinating with internal teams, such as marketing, advertising, and communications.
- I play a crucial role in maintaining and evolving the company's brand identity. This includes developing and implementing brand guidelines, ensuring consistent visual representation across all media platforms, and managing visual assets, such as logos, typography, and color schemes.
- I guide a team of designers and media professionals, fostering a creative and collaborative work environment.
- I oversee the creation and production of various media content, such as digital advertisements, social media graphics, website designs, presentations, brochures, and promotional videos to ensure that the content is engaging, visually compelling, and tailored to the target audience.
- As a media and design manager, I will stay up to date with the latest trends, best practices, and emerging technologies in design, digital media, and marketing and identify opportunities to leverage new tools and techniques to enhance the quality and effectiveness of media campaigns.

- Creative Lead (Remote job)
Excel Lab Head Office June 2023 to till now

At Askaria School manage all social media, content designing, and query management. Web Banner designs, Printing and Promotional Materials Designs

Software Skills

Adobe Photoshop	● ● ●
Adobe Illustrator	● ● ○
Adobe InDesign	● ○ ○
Adobe Primer	● ● ○
Adobe After Effect	● ● ●
InPage	● ● ○
MS Office	● ● ●
OBS Studio	● ● ●

Design Skills

- Logo Designs
- Brochure/ Flyer Designs
- Business Card Designs
- Email Signature Designs
- Letter Head Designs
- File Cover Designs
- Newsletter Designs
- Resume Designs
- Social Media Designs
- Medicine Labels Designs
- Pack short Designs
- Web Banners
- Digital Banner designs
- Backdrop Designs
- Adv. Banner Designs
- Video Editing

Sub Skills

- Marketing campaigns
- SEO
- Digital Marketing
- Media Management
- Vendor/Printers Management

Senior Graphics Designer

Kulsum International Hospital

June 2017 to Dec 2021

At Kulsum International Hospital my primary role designing Logos, Newspaper Ads, Branding Material, Patient Files, Cards, Newsletters, Web Banners, Social Media campaigns, Video editing, Profiles design, Employee handbooks, certificates designs, and all other printing & promotional materials designs. Execution of marketing and advertising campaigns in digital media. Support Internal Communications with media writing assignments and update to Intranet. Monitor all campaigns, and report on results. Coordinate with vendors.

Graphics Designer (Remote job)

Askaria Education Systmen

Jan 2022 To June 2023

At Askaria School manage all social media, content designing, and query management. Web Banner designs, Printing and Promotional Materials Designs

Graphics Designer (Remote job)

NUST Professional Development Centre (PDC)

May 2018 To June 20223

At Nust PDC my primary role designing Web Banners Printing and Promotional Materials, Social Media Post Presentations, Certificates, Brochures.

Graphics Designer

Kamal Laboratories

May 2016 To June 2017

At Kamal Laboratories Web Banner designs, Printing and Promotional materials Designs, and Social Media designs. Medicine Labels or Packshort Designs.

Language

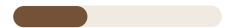
Urdu



English



punjabi



Reference

Will be provide according to requirement.

Portfolio link

www.behance.net/DigitalKarsaaz