



Ayesha Adalat

Visual Designer
UI Designer

Contact

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- Islamabad, Pakistan

Education

- 2012-2016
Bachelor’s Degree, Information Technology
PMAS University, Rawalpindi

Professional Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premier
- Adobe After Effects
- Figma
- Google Web designer
- XD

Courses

- 2018
Attended a Short Course in Adobe Illustrator, mastering essential skills in graphic design software.
Arena Multimedia

Interests

- Painting
- Games
- Music

Profile

Experienced Visual Designer with over **7 years** of expertise specializing in Social Media design, Logo Design, Product Packaging Design, Branding, and UI. Proven ability to thrive within project teams, delivering innovative solutions while adhering to tight deadlines. Known for adaptability and quick assimilation of new concepts. Possess experience in leadership roles as a **Lead Visual Designer** and **Senior Graphic Designer**, guiding teams to successful project outcomes.

Experience

Senior Visual Designer- March 2021 - Present

Wanclouds (VPC+ and Haazir)

VPC+

Haazir

As a lead, I spearheaded extensive experience in designing software such as Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Figma, etc., as well as working across various mediums such as LinkedIn, X, and websites. Additionally, I guided junior engineers and played a pivotal role in contributing to the design of the Hazir app.

- Led the crafting of engaging social media posts for Wanclouds' dual businesses, VPC+ and Haazir, guiding the team to ensure high-quality content creation and delivery.
- Spearheaded close collaboration with the Marketing team to develop comprehensive datasheets for Wancloud's VPC+ services.
- Took the lead in creating Google Ads for VPC+ and Haazir, ensuring effective targeting and messaging.
- Directed the creation of Wanclouds' and Haazir's brand guidelines, overseeing the process to maintain consistency and brand identity.
- Played a pivotal role in designing Wanclouds' website, including blog, demos, and YouTube thumbnail design, and creating numerous pages using Figma, providing leadership and guidance throughout the process.
- Involved in the end-to-end design and delivery process with the FE team on the design of the Haazir app.
- Took charge of creating the Company's Welcome Kit, ensuring it reflected Wanclouds' brand identity and values.
- Took charge of creating animation of a number of social media posts, ensuring they were visually compelling and engaging and bring good results.

Senior Graphic Designer - Nov 2019 - Jan 2021

7 Tides Digital Pentagon Food Group

- Worked as a lead with the team, initiating projects from scratch for multiple businesses of Khan Group, including cash and carries in the UK. Designed logos, banners, social media assets, product packaging, gift boxes, banners, flyers, and certificates for their various ventures

Graphic Designer - Jan 2018 - Oct 2019

Scotmann Pharmaceuticals

On Factory Side:

- Led the design of Medicine Packaging Boxes.
- Oversaw the design of Medicine Labels.
- Managed the design of Medicine Blister.

On Marketing Side:

- Took charge of New Product Campaigns.
- Designed Brochures, Literatures, Flyers, Standees, Gift Boxes, and other Marketing Materials.
- Worked on their high-end medicines Nobu, Sunny D 5000, 10000, Remit, Sunny D Insta, Scot's Expectorant Syrup, Voreta.
- Designed Awareness Posters displayed in Doctors' Clinics.
- Created Writing Pads, Tissue Boxes, Gift Boxes, Ramzan Posters, Ramadan Calendars, etc., for their Products.

Graphic Designer - Feb 2017 -Jan 2018

Vibrant Communications (Marketing Agency)

- Designed Standee Designing, Backdrop Designing, Logo Designing, Boucher, Flyer, Books Designing, Business Cards, Report Books Designing, Gift box Designing, Certificates Designing etc.
- Clients** Higher Education Commission, NBEAC, JangGroup, Dawn, USAID etc.

Graphic Designer - Feb 2017 -Jan 2018

Jolta Technologies

- Image Manipulation, Social Media Posts Designing, Logo Designing