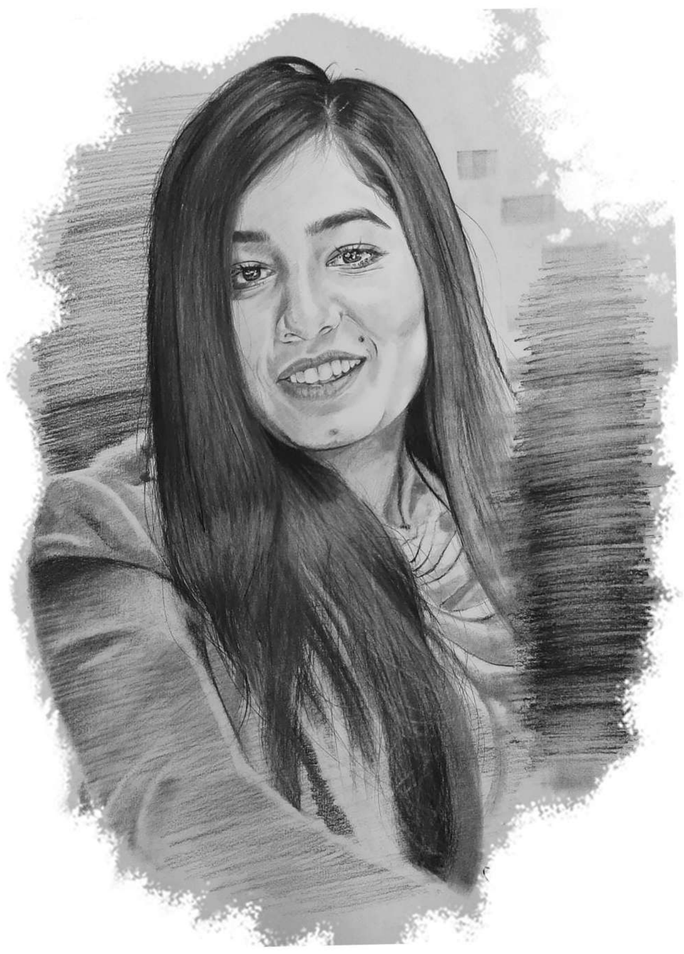

MISBAH UROOJ

CREATIVE GRAPHIC DESIGNER/VIDEO EDITOR & SKETCH ARTIST

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SUMMARY

I create stories through sketching, design, and motion... blending creativity with clarity. Whether it's a digital visual or a full campaign, I bring ideas to life in ways that connect and stay. With experience across real estate, travel, tech, gaming, and food industries, I approach every project with fresh eyes and honest energy. Obsessed with animation since childhood, I design with purpose, and I don't settle for visuals that just look good... they need to feel right too.

EDUCATION

BS MASS COMMUNICATION
Virtual University - **Ongoing**

FACULTY OF ARTS - 2024
Allama Iqbal Open University

MATRICULATION - 2020
Allama Iqbal Open University

CERTIFICATION

- Graphic Designing Certification (ARPASOFT)

SKILLS

Softwares

- Photoshop
- Illustrator
- Premier Pro
- Adobe XD
- Figma
- Autodesk Sketchbook
- Infinite Painter

Skill Sets

- Branding
- Logo Design
- Print Design
- Social Media Designing
- Social Media Management
- Digital/Traditional Sketching

WORK EXPERIENCE

Xphyre Inc. (December 2024 - July 2025)

Video Editor & Visual Storytelling Artist

- The Banana World *(YouTube)*
- Cubex3 - Game Development Studio *(A Project By Xphyre Inc.)*

- **The Banana World (YouTube Channel)**

  Brought stories to life through engaging documentary edits and snappy short-form videos crafted for scroll-stopping impact and audience retention on YouTube.

- **Cubex3 (Game development Studio)**

  Created social media content for both Cubex3's official platforms and its upcoming game, including post designs, motion graphics, teaser edits, and promotional videos. Helped shape the game's online presence and kept the visual style consistent across all content.

Nexus Travels (March 2024 - Present) - Remote

Social Media Manager & Creative Graphic Designer

- **Social Media Manager**

  Currently managing social media platforms at Nexus Travels, ensuring timely posting, executing lead generation campaigns, and overseeing overall social media management. Responsibilities include editing reels and creating engaging content.

- **Creative Graphic Designer**

  Presently designing graphics for various social media campaigns at Nexus Travels, contributing to lead generation efforts, and enhancing visual appeal with creative designs and edited reels.

Six Sense Technologies Software House (April 2019 - Present)
- Weekend Basis

Graphic Design, Basic IT & Sketching Instructor

Courses
- Graphic Designing
- Basic IT
- Sketching

- **Graphic Designing**

  Proficiently instruct students in graphic designing techniques encompassing software proficiency, design principles, and creative problem-solving.

- **Basic IT**

  Deliver comprehensive instruction in fundamental IT concepts, including computer operations, software applications, and basic troubleshooting skills.

- **Sketching**

  Provide guidance and mentorship to students in developing their sketching abilities, covering various techniques, mediums, and styles.

Imarat Group of Companies May 2022 - Feb 2024

Creative Graphic Designer

- Agency21 Exclusive Listings
- Amazon Mall *(A Project By Imarat)*
- IBM (Imarat Builders Mall) - *A Project By Imarat*

- **Agency21 Exclusive Listings**

  Provided video editing, post designing, and social media management services for Agency21 Exclusive Listings, specializing in real estate content.

- **Amazon Mall**

  Demonstrated expertise in post designing, video editing, and social media management for various clothing, footwear, and food court brands within Amazon Mall. Additionally, managed campaigns for Amazon Mall events, including billboards, standees, lucky draw boxes, roll the dice boxes, vouchers, team management cards, and more.

- **IBM (Imarat Builders Mall)**

  Skilled in post designing, video editing, and social media management for home styling brands including furniture, tiles, and lighting within IBM (Imarat Builders Mall).

Herbion Pharmaceutical Mar 2021 - May 2022

Team Lead at Plaster Manufacturing Section

Led the Manufacturing and Packing teams in the Plaster Section, overseeing operations and ensuring efficient production processes at Herbion Pharmaceutical.

NHC (Natural Healing Center)

July 2019 - Aug 2019

Data Management & IT Support Assistant

Assisted MDs in transitioning hard data to soft data across the entire center, utilizing Excel sheets for efficient management. Additionally, played a key role in setting up and managing the IT infrastructure at NHC (Natural Healing Center).

▪ PORTFOLIO

REFERENCE: References will be provided on demand Thanks