

MUHAMMAD AWAIS SIDDIQUE

Senior Multimedia Designer (Graphic, UI/UX & Motion)

+92 334 274 1999 awais.marketing@hotmail.com Islamabad, Pakistan

muhammad-awais-siddique



SUMMARY

Creative and results-driven Senior Multimedia Designer with 7+ years of experience in graphic design, UI/UX, video editing, and motion graphics. Specialized in building strong brand identities, high-performing digital content, and user focused visual solutions.

EXPERINECE

LEAD DESIGNER & FULL STACK VIDEO EDITOR

ADWORLD PRIME | iStack Conference

JUL 2025–Present Islamabad, Pakistan

- Leading the full creative process for digital campaigns, event branding, and ad design.
- Produced engaging visuals and videos that achieved up to **12% CTR** and boosted conversions.
- Collaborated closely with marketing teams to align design direction with campaign goals.
- Introduced new visual styles that improved brand identity consistency across all platforms.
- Mentored junior designers and maintain design quality across all deliverables.

SENIOR VISUAL DESIGNER

FUNADIQ (Travel & Tourism) | Saudi Arabia

MAR 2022–JUN 2025 Islamabad, Pakistan

- Designed social media and web campaign visuals that strengthened brand presence.
- Created promotional graphics that contributed to a **20% increase in online bookings**.
- Improved visual communication by unifying brand colors, typography, and layouts.
- Produced short-form video ads that drove engagement on social media platforms.
- Collaborated with developers and content teams for better UX-driven visuals.

GRAPHIC DESIGNER | SOCIAL MEDIA MANAGER

Colorzone Printing Press | Abu Dhabi (Onsite)

FEB 2020–JAN 2022 ABU DHABI ,UAE

- Created branding materials, packaging, and promotional campaigns for various clients.
- Designed and managed social media content calendars to enhance audience engagement.
- Delivered ad creatives that led to consistent client growth and repeat orders.
- Coordinated with printers to ensure final outputs met brand and color standards.
- Increased brand visibility through performance-driven content strategies.

GRAPHIC DESIGNER & VIDEO EDITOR

DIGI EXPERTS (Digital Marketing Agency)

OCT 2018–JAN 2020 Islamabad, Pakistan

- Designed engaging ad visuals and motion videos for digital marketing campaigns.
- Developed creative concepts that directly increased client sales and reach.
- Enhanced ad performance through improved typography and color balance.
- Contributed to multiple client brand launches through impactful video storytelling.
- Supported marketing teams with fresh visual ideas for audience conversion.

EDUCATION

MBA (Marketing) – In Progress

Allama Iqbal Open University

2025–Present Islamabad, Pakistan

GRADUATION (B.COM)

Punjab University Lahore

2019–2022 Lahore, Pakistan

SKILLS

- Multimedia Design
- Senior Graphic Design
- UI/UX Design
- Video Editing
- Motion Graphics
- 2D Animation
- Social Media Management
- Content Creation
- Branding & Visual Identity
- Creative Direction

SOFTWARES

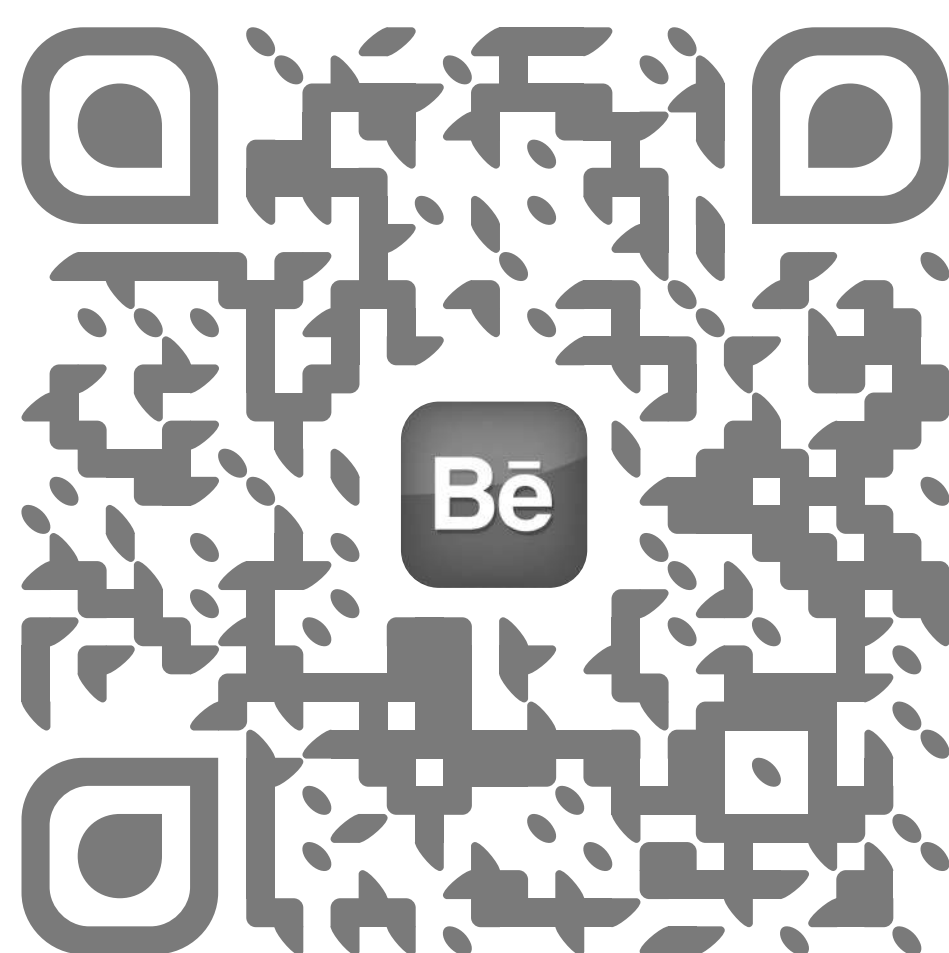
ADOBE TOOLS

- | | |
|--------------|---------------|
| Photoshop | Premiere Pro |
| Illustrator | After Effects |
| 3D Dimension | XD |

OTHER

- | | |
|-----------|-----------|
| CorelDRAW | CapCut |
| FIGMA | Filmora |
| Canva | klings AI |

PORTFOLIO



SCAN ME!

OR

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WHY HIRE ME

- 7+ Years Experience
- Multi-Skilled Designer
- Brand & Conversion Focus
- Fast Turnaround
- Team Player

CORE EXPERTISE

- Graphic Design
- UI / UX Design
- Video Editing
- Motion Graphics
- Social Media Design

KEY ACHIEVEMENTS

- 30%+ Social Media Engagement Boost
- 100+ Successful Projects Delivered
- Multiple Brands Across Industries

COVER LETTER

Dear Hiring Manager,

I am excited to apply for the Graphic / Multimedia Designer position at your organization. With **over 7 years of experience** in graphic design, UI/UX, video editing, motion graphics, and social media design, I bring a strong blend of creativity, strategy, and technical expertise.

Throughout my career, I have worked with diverse brands and agencies, delivering visually compelling designs that strengthen brand identity, improve user experience, and drive measurable results. My approach focuses on understanding business goals and translating them into impactful visual solutions.

I am passionate about creating modern, user-focused, and performance-driven designs, and I am confident that my skills and experience can add value to your team.

I would welcome the opportunity to discuss how my expertise can contribute to your company's growth and success.

Warm Regards,
Muhammad Awais Siddique