

HUSNAIN KHALID

MULTIMEDIA DESIGNER

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Design Strategist & Creative Lead with 10+ years of experience in branding, UI/UX, multimedia design, and digital storytelling. Skilled in turning ideas into meaningful visual experiences that align with business goals and user needs. Experienced in leading creative teams, shaping brand direction, and developing design strategies across digital products, campaigns, video, and interactive media. Passionate about creating work that is both visually strong and strategically effective.

AREA OF EXPERTISE

- Graphic & Digital Design
 - UI/UX Design
 - Photography
 - Film & Video Production
 - Documentary Making
 - Social Media Content Creation
 - Photo & Video Post Production
 - Adobe Creative Suite & Figma
 - Microsoft Office
 - AI Creation Tools
 - Research & Writing
 - Teaching & Mentoring
 - Communication Skills
 - Design Thinking/Strategy
 - Problem-Solving
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EDUCATION

SZABIST, Islamabad (Postgraduate)

Master of Media Sciences (*Sep 2025 – Present*)

University of Gujrat (Undergraduate)

Bachelor of Design in Multimedia Arts (*Jan 2015 – Dec 2019*)

PROFESSIONAL EXPERIENCE

Creative Head

Feb 2026 – Present

Centangle Interactive Pvt Ltd

- Leading creative strategy and positioning the company through design-driven solutions.
- Working as a Design Strategist & Consultant for branding, UI/UX, and digital experiences.
- Manage creative team across design, content planning, animation, and multimedia projects.
- Developing user-focused UI/UX strategies to improve engagement and product experience.
- Collaborating with stakeholders to align creative direction with business objectives.
- Overseeing branding, visual communication, and creative execution across platforms.

Visiting Lecturer

COMSATS University, Islamabad

Sep 2023 – Present

National College of Arts, Rawalpindi

Sep 2025 – Jan 2026

- Taught Design Technologies, Photography, and Animation, Guiding students in both practical and theoretical aspects of multimedia arts.

Freelance Multimedia Designer

Jan 2014 – Present

Freelancer

- Delivered branding, UI/UX, and multimedia solutions for international and local clients across NGOs, startups, and corporate sectors.
- Designed the Digital Youth Hub mobile app and website, co-created its digital portal, and developed brand identity and motion graphics.
- Specialized in logo design, packaging, social media content, product photography, post-production, and motion graphics.

Multimedia Designer
Office Empire

Jun 2023 – Aug 2025

- Created engaging social media posts and digital advertisements to enhance brand visibility.
- Produced high-quality videos and photography aligned with brand identity for web and digital platforms

Graphic Designer
Stymeup

Aug 2022 – Dec 2023

- Increased social media engagement by 30% through visually engaging campaigns and advertisements.

Senior Multimedia Designer
V Surfaces, Islamabad

Aug 2021 – Dec 2023

- Led digital marketing campaigns, increasing online engagement by 40%.
- Designed print materials and supervised video production for product launches, resulting in a 25% increase in product inquiries.

Digital Content Producer
Diran Production, Islamabad

Nov 2021 – Dec 2022

- Collaborated on documentaries, DVCs, event coverage, and commercial video projects.
- Managed end-to-end post-production, including video editing and final delivery.
- Developed digital and print designs alongside photography and motion graphics.

Creative Head
4M Marketing, Islamabad

Sep 2021 – Oct 2021

- Oversaw creative direction and strategy for client campaigns

Graphic Designer
Centangle Interactive, Islamabad

Sep 2019 – Aug 2021

- Designed digital and print media for diverse clients.
- Contributed to in-house branding strategies.
- Collaborated with web and app development teams to enhance UI/UX experiences.

PUBLICATIONS

- Husnain Khalid, Kamran Azam, Muhammad Faheem Jan (2025). How Persuasive is Personalized Advertising? An Analysis of User Behaviour and Ad Personalization. Journal of Media Horizons. DOI: <https://doi.org/10.5281/zenodo.18137067>
- Presented at the International Colloquium on Media and Communication Studies

AWARDS & ACADEMIC RECOGNITION

- Runner-Up Award, On-the-Spot Documentary Film Competition – KATH 18
- Research paper presentation at the International Colloquium on Media and Communication Studies

REFERENCES

Available upon request