

# Abrar Hadder

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## TECHNICAL SKILLS

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**3D Modeling and Animation:** Autodesk Maya, Unity, Blender, After Effects

**UX/UI:** Figma, Google UX Design Certificate

**Graphic Design:** Canva, Photoshop, Illustrator, InDesign, After Effects, Substance, Premiere Pro, Procreate

**Marketing and Sales:** Digital marketing strategies, online shop management, and boosting sales/follower engagement.

**Customer Interaction and CRM (Customer Relationship Management):** Salesforce CRM, Excel, Payment processing, Customer request fulfillment.

## EXPERIENCE

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### Graphic Designer

March 2020 – Present

*Freelance*

*Dallas, TX*

- Founded and managed three successful Etsy and TikTok shops, specializing in stickers and embroidery, generating over \$40,000 in six months
- Executed targeted digital marketing campaigns, achieving over 500k weekly views on TikTok
- Created engaging promotional content using Photoshop, Premiere Pro, and Procreate, driving consistent sales growth
- Partnered with clients like Banish Skincare to deliver custom designs aligning with brand aesthetics and marketing goals

### Salesforce user and Customer Relationship management

March 2023 – Present

*Human Appeal*

*Dallas, TX*

- Utilized Salesforce CRM to manage customer interactions, update records, and ensure accurate and up-to-date case information
- Resolved customer issues by analyzing situations, collaborating with team members, and providing timely solutions
- Produced compelling graphics, posters, and videos for high-profile events targeting new clients

### Motion Graphics Animator Intern

June 2020 – August 2020

*Motion Graphics Lab*

*Richardson, TX*

- Collaborated with a 5-member team to produce 3 orientation videos in 2 months
- Managed schedules, facilitated meetings, and ensured timely completion of tasks through teamwork
- Created animated videos using Adobe Illustrator, After Effects, and Premiere Pro

## PROJECTS

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### 3D Music Studio | Maya, Unity, Substance Painter, Photoshop

Jan 2021 – May 2021

- Made pre-production concept art for the 3D environment
- Modeled low-poly environments in Autodesk Maya for project-based work
- Transformed low-poly models into stylized 3D assets with textures, refining imperfections in Unity.
- Conducted weekly progress meetings with professors to discuss project advancements

### ATEC Arcade | Illustrator, After Effects, Trello

June 2020 – August 2020

- Developed a series of 3 motion graphics videos, "ATEC Arcade," targeting distinct demographics: incoming/prospective students, current students, and graduating students.
- Designed and animated videos to effectively advertise ATEC Undergraduate Advising Office services, guiding students on various academic and administrative topics.
- Tailored video content to align with the specific needs and challenges of different student groups, enhancing the impact and relevance of the material.

## EDUCATION

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### The University of Texas at Dallas

Richardson, TX

*Bachelor of Arts in Arts, Technology, and Emerging Communication*

*Aug. 2018 – May 2021*

- Graduated Cum Laude, GPA: 3.6
- ATEC Dean's List Spring 2019