

Senior Graphic Designer

Multi-disciplinary Graphic Designer with 8 years of experience in creating compelling brand campaigns, dynamic motion graphics, and intuitive UI/UX designs. Expertise in social media graphics, strategic Google display ads, and leveraging AI tools like MidJourney. Proven track record in project management, delivering creative solutions on time and within budget. Recognized for impactful work on high-profile campaigns for KFC, Suzuki, and Remotebase. Adept at leading cross-functional teams, aligning design projects with business objectives, and ensuring top-notch quality. Brings a strategic approach to design that drives engagement and enhances brand presence, contributing to overall business growth and success.

Core Competencies

- Design Skills** Digital & Print Designs, UI UX Design, Motion Graphics, Conceptual Thinking, Editorial Design, Typography, Layout Design, Color Theory
- Software Proficiency** Adobe Photoshop, Adobe Illustrator, Figma, Lightroom, Premiere Pro, After Effects, Indesign
- Branding and Identity** Brand Design, Brand Development, Visual Identity, Brand Research, Brand Style Guides
- UI/UX Design** User Research, Wireframing, User Interface Design, User persona, Information Architecture
- Visual Storytelling** Narrative Development,, Storyboarding, Illustration, Photography, Project Management

Awards

- Outstanding Performance Award - Remotebase**, Company's 2023 **Mar 2023**
- Feel Good Campaign - KFC**, Pakistan Digital Awards - PDA **Jan 2020**
- Suzuki Car Gala Campaign**, Pakistan Digital Awards - PDA **Jan 2020**

Education

- HEC Montreal**, Quebec, Canada, Micro Masters - Online in UX Design & Evaluation
- Pursued specialized coursework in User-Centered Design, Interaction Design, and Usability Testing, demonstrating a strong focus and expertise in relevant areas for graphic design roles.
- Karachi Institute of Economics & Technology**, Karachi, Bachelors in Computer Arts in , Aug 2010 - Aug 2015
- Developed a strong understanding of design principles and techniques through hands-on application of industry-standard software tools.
 - Excelled in specialized coursework including Digital Imaging Techniques, Interface Design, and Motion Graphics.

Certifications

- Google - Project Management**, Developing key project management skills, including planning, risk management, project documentation, and stakeholder communication, with a focus on real-world applications and methodologies such as Agile and Scrum. **Dec 2024**

Professional Experience

- Remotebase, United States (Remote)** **Dec 2021 - Jun 2024**
- Design Lead**, San Mateo
- Led the creation of impactful visuals across print, web, and social media, aligning with brand identity and marketing goals while orchestrating project plans to ensure timely delivery of promotional materials.
 - Collaborated with cross-functional teams including marketing, product, and development departments to create cohesive and effective design solutions for digital platforms and marketing campaigns resulting in a 20% increase in user engagement.
 - Applied project management skills to coordinate design efforts, ensuring smooth collaboration and communication between stakeholders from diverse cultural backgrounds, resulting in consistent, high-quality outputs.
 - Ensured brand consistency by implementing motion graphics templates and UI designs aligned with brand strategy guidelines, resulting in positive client feedback for visually appealing designs with consistent messaging across platforms.
 - Led the design and launch of a visually stunning platform for remote developers, resulting in a 40% increase in user engagement and a streamlined hiring process for top tech companies.

Public Consulting Group, United States (Remote) Freelance Graphic Designer	Apr 2024 - Apr 2024
<ul style="list-style-type: none"> Ensured quality assurance through comprehensive reviews of print publication layouts. Demonstrated ownership of maintaining PCG's brand integrity through comprehensive application of graphic design skills, ensuring client satisfaction in high-pressure scenarios. 	
Synergy Group Associate Art Director	Jul 2019 - Sep 2021
<ul style="list-style-type: none"> Led and directed quality assurance reviews on design projects across print, social media, and UI/UX, ensuring 100% adherence to brand guidelines and project requirements, while managing timelines and team coordination. Led a team of designers to deliver high-quality solutions for top-tier brands like KFC, SHELL, Suzuki, and Standard Chartered, ensuring project efficiency and strict brand adherence. Led the development of creative concepts and visuals for 10+ advertising campaigns, ensuring cohesive messaging and serving as a digital brand champion across multiple channels. Executed quality assurance reviewson print materials like catalogs and brochures, exceeding client expectations and maintaining brand consistency, while managing project timelines and deliverables. Mentored and provided constructive feedback to junior designers leading to an improvement in their skills by 40%, contributing significantly to the overall growth and development of the design team. 	
Viral Edge Senior Graphic Designer	Jan 2018 - Feb 2019
<ul style="list-style-type: none"> Led the design and implementation of captivating visual campaigns across digital and print mediums, resulting in a 30% increase in customer engagement. Mentored and guided junior designers, leading to a noticeable improvement in their design capabilities and contributing to the successful completion of 8 projects within tight deadlines. Ensured brand consistency across all social media platforms by reviewing designs to meet quality standards and brand guidelines, resulting in a 25% increase in social media follower engagement. 	
Ogilvy Senior Visualizer	Jun 2017 - Jan 2018
<ul style="list-style-type: none"> Produced high-quality visuals for print, web, and social media campaigns, tailoring layouts, logos, branding materials, and illustrations to meet client needs. Created website design mockups, ensuring brand consistency and alignment with messaging, collaborating with marketing teams for client approval. Mentored and guided a design team, driving the creation of innovative campaigns and pitch decks that secured 8 new business opportunities. 	
<div>Projects</div>	
Branding, Link <ul style="list-style-type: none"> Successfully led the rebranding initiative for company "JOONE", driving a 30% increase in brand recognition and a 25% boost in customer engagement. 	
Steercrm, Case Study - Parnership, United States, Link <ul style="list-style-type: none"> Collaborated with marketing team to develop and implement innovative design concepts for social media campaigns, resulting in a remarkable increase in brand visibility, engagement metrics, lead generation, and conversion rates. 	
Zealthy, Website, United States, Link <ul style="list-style-type: none"> Developed unique look and feel, prototypes, wireframes, and brand color schemes for multiple web projects to ensure seamless integration of cohesive visual elements aligned with brand guidelines. 	
Dunkin Donuts, Social Media, Link <ul style="list-style-type: none"> Conceptualized and executed visually appealing social media campaigns for Dunkin Donuts, resulting in a 40% increase in engagement and a 25% boost in brand visibility. 	
Remotebase, Virtual Conference, Link <ul style="list-style-type: none"> Designed graphics and user interfaces for CTO Con 2023, boosting attendee engagement by 30% and receiving positive feedback. Managed the project, coordinating with teams to ensure timely delivery and alignment with client goals. 	
<div>Work Authorization</div>	
Authorized to work for any U.S. employer (Green Card Holder)	