

OBJECTIVE

As a versatile graphic designer with 3+ years' experience I bring a unique blend of artistic creativity and technical expertise to visually communicate ideas and messages. With a keen eye for detail and a commitment to delivering captivating visual content, I have successfully transformed concepts into compelling designs and engaging videos across various platforms. My proficiency in industry-standard software and my ability to adapt to evolving trends make me an ideal candidate for translating visions into impactful multimedia experiences.

EDUCATION

Bachelor's in media and communication studies

University of Sindh (2018 – 2021)

Intermediate Pre-Engineering

(A Grade)

EXPERIENCE

PHOTOGRAPHER & GRAPHIC DESIGNER | MIX BASKET TRADING LLC DUBAI UAE (NOV 2023 –PRESENT)

- Captured and edited high-quality photographs for websites and social media platforms.
- Conducted photo shoots, ensuring optimal composition, lighting, and post-production enhancements.
- Collaborated with the marketing team to develop visually engaging content for e-commerce platforms.
- Created compelling product images, showcasing merchandise from various angles and perspectives.
- Managed equipment, including cameras, lighting, and accessories.
- Created visually engaging designs for digital media, utilized graphic design software to produce marketing materials, including brochures, posters, and social media content.
- Designed visually appealing web graphics, banners, and promotional materials to enhance the online shopping experience.

- Developed and maintained a cohesive visual identity for the brand across various digital platforms.
- Worked closely with the marketing team to design effective email campaigns and newsletters to drive sales.

GRAPHIC DESIGNER | ALTISNET GLOBAL MEDIA AGENCY (FZC - LLC) (2020 - 2023)

- Developed collateral such as display, marketing, and packaging materials to support product branding strategies.
- Coordinated, created, and scheduled content, designs, and periodic updates to company website.
- Worked with clients to gather and define requirements, establish scopes, and manage project milestones.
- Developed creative design for marketing packages, including print materials, brochures, banners, and signs.
- Developed collateral such as display, marketing, and packaging materials to support product branding strategies.
- Coordinated, created, and scheduled content, designs, and periodic updates to company.
- Transformed complex concepts into visually appealing infographics, simplifying information for better comprehension.
- Maintained a clean and organized design archive for easy access and reference.



ACOMPLISHMENT

- Best Performance Award as a video Editor at Mehran Tv (2016-2017).
- Thesis on “Women Are Represented in Media a Sociological Analysis of Sindh” (2021).
- Participated ISPR Documentary Project Pakistan Level, (Cultura Design of Hala Sindh) Shortlisted Video in Sindh University.
- Volunteer at Hamdam Foundation for three-day expo (February 2018).
- Doing Photography 5th Ayaz Melo on 21-25 December 2019.
- 2nd Position in Photography Competition (NAVTTTC).
- Worked as volunteer in various other social activities in different times.

GRAPHIC DESIGNER | SOCIAL WELFARE DEPARTMENT GOVERNMENT OF SINDH (2019 - 2020)

- Designed engaging print materials such as brochures, banners, and signs.
- Employed design fundamentals when selecting typography, color, and layout.
- Established templates and asset libraries to streamline processes and boost productivity.
- Delivered banners and signage for conferences and trade shows.
- Created equality, high-res digital image file for use in digital and traditional printing methods.

FREELANCE GRAPHIC DESIGNER (2016-2018)

- Collaborated with a diverse range of clients on various design projects, including logos, brochures, social media graphics, and product packaging.
- Demonstrated the ability to work independently, manage client relationships, and meet project deadlines.
- Produced custom designs that consistently exceeded client expectations and effectively communicated their message.
- Managed billing, project scheduling, and client communications to ensure seamless project execution.



CERTIFICATION

- National certificate of vocational qualification NVL 4 Information, Technology (Computer Graphics Motion).
- Sindh national certificate of digital photography (NAVTTTC).
- Photography certificate by AKS-E-SINDH season 11 culture department government of Sindh.
- Certificate of appreciation by Arz-e-Pak photography & videography at exhibition.
- Diamond jubilee of Pakistan's Independence (Culture department Government of Sindh).



INTERPERSONAL & OTHER SKILLS

- Excellent oral and written.
- Communication skills
- Creativity & Imagination
- Influencing & Negotiation
- Teamwork & Staffing
- Presentation
- Professionalism
- Punctuality
- Responsibility
- Qualitative Skills