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An accomplished & knowledgeable professional aiming for assignments in **Graphic Designing** with an organization of high repute

SKILLS SET	PROFILE SUMMARY
Graphics Adobe Freelance Team Management Client Relationship Management Social Media Marketing & Promotion Digital Marketing Business Development	<ul style="list-style-type: none">❖ A competent professional with over 16 years of experience in Media Management, Publishing, Graphic designing and Photography❖ Demonstrated abilities in effective monitoring & analysis of business❖ Proficient in supervising all project activities including providing technical inputs for better business practices❖ Creating visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers❖ Skilled in handling and maintaining highly confidential and sensitive information❖ Liaising with clients, senior level executives and other vital contacts❖ Proficient in illustrating concepts by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts❖ Developing strategy and ensuring that the team members have the necessary education and training to accomplish exceptional performance❖ Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team members❖ Providing help and advice to customers using your organization's products or services❖ An effective communicator with good analytical, leadership, interpersonal, planning and problem-solving skills

WORK EXPERIENCE

March'2021 – Present: US Based Turkish Company (eticaretkapinda.com) Social Media Company
Turkey, Istanbul Role: Creative and Social Media Manager

Accomplishments:

- Develop creative and engaging social media strategies
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Pinterest, Instagram, and YouTube, adapting content to suit different channels
- Oversee, plan and deliver content across different platforms
- Create engaging multimedia content (and/or outsource this effectively) across multiple platforms
- Develop, launch and manage new competitions and campaigns that promote your organization and brand
- Form key relationships with influencers across the social media platforms
- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity
- Recommend improvements to increase performance
- Set targets to increase brand awareness and increase customer engagement
- Manage, motivate and coach junior staff such as social media executives or assistants
- Manage a budget for social media activities
- Educate other staff on the use of social media and promote its use within your company (in-house roles)
- Encourage collaboration across teams and departments
- Regularly liaise with clients via telephone, email, conference calls or face-to-face (agency roles).

Dec'2018 – June 2020: SNC Lavalin (Faithful+Gould) Cities & development, Consulting & advisory, Corporate, Project, programme & cost management, Security, aerospace & defense
Middle East (UAE, KSA) Role: Creative Lead Graphics Design Department

Accomplishments:

- Supervise graphic designers, art director and support personnel. Manage work from across Middle East and outside design services.
- Key contacts for graphic design and recommendations within the corporate team.
- Completion of day-to-day graphic support outputs for the corporate team
- One direct report from the Graphics team
- Production of reports, briefing notes, presentations, posters, leaflets and other materials, in both soft and hard copy.
- Preparation of sketches, figures and plans.
- Adherence to the EDPM brand and style guide.
- Adherence to project quality procedures and template requirements
- Liaising with external print companies to source specialist printing and working closely with the F+G branding guidelines in line with SNC Lavalin.

Feb'2018 – September'2018: Sign Express, Dallas/Fort worth – Project Contractual Based
Role: Art Director/ Trainer/Photographer

Accomplishments:

- Responsible for all Digital Design and Social Media Planning, coordinating, overseeing and participating in the creation and design of a variety of artistic print materials and multimedia graphics to meet the communication needs of clients and offices including print-ready brochures, booklets, posters, flyers, handbooks, logos, certificates, business cards, ads, banners, maps, charts designs
- Determined size and arrangement of illustrative material and copy.
- Trained and mentored office staff and achieved significant improvements in their productivity
- Supervised and managed media library
- Managed more than 10 employees, scheduled work hours, resolved conflicts, and determined project costs
- Studied illustrations and photographs to plan presentation of materials, products, and services
- Operate router for cutting Channel Letters, operate large scale printer troubleshoot and have good knowledge of operation

Jun'2014 – Feb' 2018: Parsons Corporation (Ministry of Housing PMO) Middle East – Saudi Arabia, Riyadh
Role: Creative Lead Graphic Design

Accomplishments:

- Steered efforts in consulting with clients to discuss graphic art's needs, goals, and budgetary requirements and target audiences; provide creative and artistic ideas to clients and explain proper aesthetic, artistic and graphic techniques and processes
- Responsible for all Digital Design and Social Media Planning, coordinating, overseeing and participating in the creation and design of a variety of artistic print materials and multimedia graphics to meet the communication needs of clients and offices including print-ready brochures, booklets, posters, flyers, handbooks, logos, certificates, business cards, ads, banners, maps, charts designs
- Planning, designing and executing graphic designs for various media
- Overseeing and maintaining computerized records and files of clip art, finished jobs, photography, logos and electronic signatures; assuring files are properly backed up to server; prepare reports related to assigned activities as directed
- Analyzing client feedback on product usability, referral statistics and internal data
- Recommending and facilitating changes in the current implementation process, working with product management team to accomplish company's goals
- Designed:
 - Interfaces for Riyadh Metro which includes (Screens of Ticketing system, Add screens for Advertisement etc.)
 - User interface for web-based products as part of the product development team
 - Interfaces using dashboard for reporting, Web viewing, generating PDFs for the Ministry of Housing
 - Interfaces for Intranet for the Ministry of Housing website
- Experienced in core concept development, storyboarding, and web site content management by using skills in illustration, logo design, graphic design, and page layout.

Aug'2013 – Jun'2014: Parsons Corporation – Middle East – Saudi Arabia, Riyadh
Role: Sr. Graphic Designer

Accomplishments:

- Liaised with clients to discuss graphic art's needs, goals, and budgetary requirements and target audiences; provide creative and artistic ideas to clients and explain proper aesthetic, artistic and graphic techniques and processes.
- Explored creative graphic concepts by interpreting client needs and conceptualizing methods to effectively communicate client messages to target audiences; provide innovative and creative design solutions while adhering to time and cost restraints.
- Oversaw and participated in the design and layout of projects; implement design elements such as balance and composition; select and modify colors, artwork, photography, type style, illustrations and other visual elements to best convey the message of the client; direct photo shoots with professional photographers.
- Proofread, reviewed and approved projects created by staff; present designs to client for proofing and approval; refine designs in accordance with client feedback until final product is approved by client; prepare and release artwork for printing via electronic files.
- Communicated with internal and external printers and arrange for file pick up or delivery; proof projects for accuracy before final printing. Planning, designing and executing graphic designs for various media.
- Managed computerized records and files of clip art, finished jobs, photography, logos and electronic signatures; assure files are properly backed up to server; prepare reports related to assigned activities as directed.
- Designed and created visuals for video productions and broadcasts using graphics hardware and software. Monitor and maintain inventory levels of supplies and equipment; estimate and order appropriate amounts of supplies necessary for daily operations. Operate a Macintosh computer and peripheral equipment such as a printer and scanner and a wide range of specialized graphic design and publishing software.
- Communicated with District administrators, personnel, vendors and other outside organizations to coordinate activities, resolve issues and exchange information.
- Played a key role in research, evaluation and developing recommendations regarding the purchase of graphic arts equipment, software, vendor proposals and service contracts; prepare recommendations to improve operational effectiveness and minimize costs.
- Participated in the development of the unit's preliminary annual budget; monitor and control expenditures in accordance with established limitations.
- Operated a variety of office equipment including a copier and fax machine; drive a vehicle to conduct work.

- Attended and participated in meetings, conferences and seminars related to assigned activities to maintain current knowledge of advances in the field. Provide trainings and conduct workshops for students and District staff regarding the field of Graphic Arts and graphic arts services provided by the Office.
- Assisted in pre- and post-production activities including set-up and operation of audio, video and lighting and other studio equipment as needed; provide graphic arts and set design assistance during productions; assist in the design, set up and construction of studio sets and moving furniture and equipment.
- Created and produced signs, illustrations and other graphics by hand as needed

Aug'2005 – Aug'2013: Royal Commission Colleges & Institutes at Yanbu, Saudi Arabia
Role: Graphic Specialist/Instructor/Photographer

Accomplishments:

- Created designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts
- Prepared illustrations and rough sketches of material, discussed them with clients and supervisors and made necessary changes
- Designed Visualized websites with the help of developers [www.yic.edu.sa, www.yti.edu.sa, www.yuc.edu.sa]
- Determined size and arrangement of illustrative material and copy
- Trained and mentored student & instructors and achieved significant improvements in their productivity
- Produced still and animated graphics for on-air and taped portions of local college activities broadcasts, using electronic video equipment
- Supervised and managed documentary & lecture videos for a library
- Managed more than 10 employees, scheduled work hours, resolved conflicts, and determined project costs
- Studied illustrations and photographs to plan presentation of materials, products, and services
- Successfully managed all the projects assigned. Keyed information into computer equipment to create layouts for client and supervisor. Developed graphics and layouts for product illustrations, logos, and Internet websites
- Liaised with clients to discuss and determine layout design
- Drew and printed charts, graphs, illustrations, and other artwork, using computer
- Reviewed final layouts and suggested improvements as needed
- Photographed layouts, using camera, to make layout prints for supervisors and clients
- Prepared notes and instructions for workers who assembled and prepared final layouts for printing.
- Was responsible for all the Print, Web and Electronic media
- Wrote book on Photoshop CS and Photoshop 7.0 and designed syllabus for beginners and advanced Photoshop users thereby checking ability of the students to face the challenges of job market

PREVIOUS EXPERIENCE

- ❖ *Nov' 2004– Aug'2005: Hub Rays Advertising, Karachi as Graphic Designer*
- ❖ *2004– Nov' 2004: Ornate Advertising, Tariq Road Karachi as Graphic Designer*
- ❖ *2003–2004: C & N Associates, Doha Qatar as Graphic Designer*
- ❖ *2002–2003: Arena Multimedia, F.B Area Pakistan as Graphic Designer (Internee)*
- ❖ *2001–2002: Al Khair Computers, Pakistan as Technical Support*
- ❖ *1998–2000: Prime Tech Systems, Pakistan as Web Designer/Supervisor*
- ❖ *1997–1998: KPMG Peat Marwick, Pakistan as Computer Programmer*

EDUCATION

- BS (Information Technology) from Preston Kohat University in 2006
- DIM (Multimedia) from Arena Multimedia in 2003
- Advancing Professional Construction and Program Management Worldwide (CMAA)
- Intermediate from Karachi Board 1999

IT SKILLS

- Well versed with MS Office and Internet Applications
- MCP Course
- Diploma in Oracle Developer 2000
- Certificate in COBOL (ANSC) / Visual Basic / Ms Front Page
- Certificate in A+ / Online Certifications
- Hardware Maintenance, Windows Support
- Online Certifications for:
 - Adobe Photoshop 7.0
 - Adobe Photoshop CS 3
 - Adobe In Design 5.5
 - Windows Troubleshooting professional
 - Comptia A+ certified professional
 - Adobe In design from Parsons University

- Home Networking with Microsoft Windows XP from Parsons University
- Information security and the Internet from Parsons University
- Introduction to information security Parsons University

OTHER SKILLS

- **ADOBE:** Adobe Photo Shop; Adobe Illustrator; Adobe In Design; Adobe Image-ready; Adobe after Effects; Adobe Premiere; Adobe Acrobat
- **MACROMEDIA:** Dream Weaver; Flash CS4; FreeHand; Photography; Still & Digital
- **SOUND EDITING:** SoundForge4.5; Frootyloops
- **PROGRAMMING:** COBOL; Oracle
- **SERIF:** Serif PagePlus X6; Serif DrawPlus; Serif MoviePlus X6
- **FREELANCE:** Print Media (Calendar, Dairies, Flyers, Broachers); Hyper Media (Design and Visualize WebPages)

DOCUMENTARIES & SPECIAL ACTIVITIES

- Produced and Directed Documentaries on:
 - The Hidden Truth, “They are among us” with my team HAUNTERS
 - Shoak Ka Koi Mool Nahe for ARY (THE CITY CHANNEL) with my team HAUNTERS
- Advanced Photoshop Magazine for Designers
- Visualized, Designed a complete Magazine for designers.
- Completing the Magazine for final publication
- Website: <http://www.advancedphotoshopmag.8k.com>

RECOGNITION & AWARDS

- Performance Excellence Award of the Year (SNC Lavalin– PIF)
- Performance Excellence Award of the Year (Parsons – Ministry of Housing, Kingdom’s World biggest Housing Project)
- Performance Excellence Certificate of Appreciation (Yanbu Industrial College)
- Awarded a Shield from IMT Literary and Cultural Club (Yanbu Industrial College)
- Letter of Appreciation from Yanbu Industrial College
- Creative Vision Logo for Arena Multimedia Communication Design Competition
- Awarded second prize in Arena Multimedia Communication Design Competition
- Awarded certificate for making poster on Pakistan Independence Day

ONLINE PORTFOLIO

Drop Box Portfolio Link

https://www.dropbox.com/sh/gdcon87wrbr5oet/AADvkBPgVN-QKAQGNA7_3Ecsa?dl=0