



AI DIGITAL DESIGN DIRECTOR

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English Advanced/ARB Learning

PASSION & PURPOSE

FROM MY CHILDHOOD, I'VE BEEN A NATURAL PROBLEM SOLVER, FINDING JOY IN DISMANTLING AND RECONSTRUCTING THINGS. WITH OVER A DECADE OF AWARD-WINNING CRAFTSMANSHIP & A REBEL SPIRIT, MY PASSION FOR VISUAL IMAGINATION FUELS MY JOURNEY. I CONTINUALLY PUSH THE BOUNDARIES OF CREATIVITY THROUGH INNOVATIVE DESIGN PROBLEM-SOLVING. IMMERSED IN ANIMATION AND CRAFTING, I BRING UNCONVENTIONAL VISIONS TO LIFE ACROSS PLATFORMS DIGITAL/PRINT AND UI DESIGN.

WORK EXPERIENCE

PRESENT - PLATFORMANCE UAE | AI DESIGN DIRECTOR
THE PETSHOP - CREATIVE UNIT UAE | DESIGN LEAD 2023 - 2024
OGILVY CREATIVE AGENCY | SENIOR DESIGN DIRECTOR | 2019 - 2023
IAL SAATCHI & SAATCHI ADVERTISING | SENIOR DESIGN DIRECTOR | 2017 - 2019
ADCOM LEO BURNETT CREATIVE AGENCY | VISUALISER/DESIGN DIRECTOR | 2013 - 2017
VMPLY&R PAKISTAN ADVERTISING | CREATIVE VISUALIZER | 2010 - 2012

EDUCATION

INSTITUTION - NCA LAHORE PAKISTAN | BACHELOR'S OF VISUAL COMMUNICATION DESIGN

SOFTWARES

- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE AFTER EFFECTS
- ADOBE INDESIGN
- ADOBE XD / FIGMA / SKETCH
- FIREFLY/MID-JOURNEY AI
- MIRO/KEYNOTE

DESIGN AWARDS

- 5 EFFIE AWARDS GOLD | 2022-23
- 3 EFFIE AWARDS SILVER | 2021
- 2 EFFIE AWARDS BRONZE | 2021
- 3 DRAGONS OF THE ASIA | 2021
- 1 MADSTAR AWARDS | 2020
- 2 ONESHOW ASIA | 2020
- 4 PAS AWARDS | 2014-17
- 1 BEHANCE AWARD | 2015

CLIENTS

- HOLIDAY INN
- RIXOS HOTEL
- EASYPAISA
- NESCAFE COFFEE
- AIR-ARABIA
- TELENOR GROUP
- COCA-COLA
- VELO-TOBACCO
- SWISSOTEL KSA/UAE
- ALGURG GROUP
- OASIS PAINTS
- THE PETSHOP

STRENGTH

- SIMPLE DESIGN
- CREATIVE EXECUTIONS
- VISUAL IDEATION
- ATTENTION TO FINESSE
- 2D ANIMATION
- TECH-SAVVY

