

CAREER OBJECTIVE:

With four years of multimedia design experience, I'm eager to apply my skills as a 3D designer, delivering innovative solutions and contributing to project success. Seeking a dynamic role that fosters collaboration and continuous learning within an organization valuing originality and excellence, I'm excited to bring my creative perspective to impactful projects.

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PROFESSIONAL EXPERIENCES:

3D Exhibition / FSU Designer

SEPT, 2019-2022

Addon Pvt. Ltd, Lahore PK

Addon: Pioneering large-scale branding, POSM/FSU design and manufacturing, coupled with expert social media marketing services.

Responsibilities

- Conceptualize and design FSU and exhibition stall layouts with a focus on visual appeal.
- Develop engaging social media posts to strengthen online visibility.
- Produce compelling artworks for branding and executions, ensuring visual consistency.
- Tailor designs for POSM, FSU, and exhibition stalls to specific sizes and requirements.
- Utilize expertise in video animation and editing for dynamic visual elements in campaigns.
- Proactively communicate with clients, understanding their design needs and preferences.
- Collaborate with clients throughout the design process, incorporating feedback for satisfaction.

Achievements

- Revitalized social media presence, achieving a remarkable 90% increase in engagement and brand visibility.
- Earned accolades for designing impactful POSM and FSU materials, elevating product visibility and customer interaction.
- Played a pivotal role in conceptualizing and executing branding artworks, contributing to an impressive 95% growth in brand recognition.
- Recognized for meticulous attention to detail and creative excellence in finalizing artworks, consistently surpassing client expectations.

Senior Graphic & 3D Designer

APR, 2022-JAN, 2024

Maxima.Solar, Dubai, UAE

Maxima.Solar is an e-commerce initiative that offers a comprehensive range of solar components from Maxima and other complementing brands. Maxima and DUSOL range of solar components endure balancing quality with price, making feature-packed highly reliable products available at a good value to the end-user.

Responsibilities

- Generating precise 3D site plan drawings for solar installations.
- Applying advanced 3D modeling techniques to visually represent exhibition stall designs, facilitating effective project planning and communication.
- Producing engaging product video promos to highlight key features and benefits.
- Conducting video editing for seamless presentation and storytelling.
- Skillfully retouching product images to maintain high-quality and consistent visuals.
- Designing impactful social media posts to elevate the online presence of the brand.
- Developing and curating company profiles to embody and communicate Maxima Solar's identity and values.

Achievements

- Spearheaded a successful social media campaign resulting in a 80% increase in brand engagement and sales growth.
- Elevated the company's professional image by redesigning and updating company profiles, positively impacting stakeholder perception.
- Streamlined product communication through the creation of clear and visually appealing product datasheets, enhancing customer understanding.
- Produced a highly impactful product video promo, leading to increased customer interest and a 90% boost in product inquiries.
- Demonstrated video editing expertise, significantly improving the overall quality and appeal of promotional content.
- Implemented 3D modeling for site plans, improving visualization and communication of solar projects, leading to enhanced project planning efficiency.

EDUCATIONAL CREDENTIALS:

DEGREE/CERTIFICATION	INSTITUTE	YEAR	GRADE
ADVANCE DIPLOMA IN MULTIMEDIA STUDIES	ARENA MULTIMEDIA	2020	A
Fsc Pre-Engineering	ISLAMIA COLLEGE, CHINIOT	2019	D

SKILLED SOFTWARE



EXTRACURRICULAR ACTIVITIES

- Badminton
- Cricket
- Reading Newspaper

Languages

- English
- Urdu
- Hindi

References

To be furnished upon request.