

M. Faizan Ali

Graphic Designer

CAREER OBJECTIVE:

To leverage my extensive 4 years of experience in graphic design to contribute innovative and visually compelling solutions. Seeking a challenging position that allows me to further enhance my skills, collaborate with a dynamic team, and contribute to the success of projects through creativity and a keen eye for design. Eager to continue growing as a graphic designer in a dynamic and forward-thinking organization that values originality, excellence, and continuous learning.

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<https://faizanalidesigner.com/portfolio/>



PROFESSIONAL EXPERIENCES:

Graphic Designer

SEPT, 2019-2022

DwiseTech Pvt. Ltd, Lahore PK

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

Responsibilities

- Design captivating social media posts to enhance online presence.
- Craft compelling artworks for branding and executions, ensuring visual consistency.
- Create visually appealing artworks for POSM, FSU, and exhibition stalls, tailoring designs to specific sizes and requirements.
- Expertise in video animation and editing to bring dynamic visual elements to campaigns.
- Proactive communication with clients to understand their design needs and preferences.
- Collaborate with clients throughout the design process, incorporating feedback and ensuring satisfaction.
- Skillfully finalize artworks in coordination with clients, delivering polished and effective design solutions.

Achievements

- Successfully revamped the social media presence, resulting in a 90% increase in engagement and brand visibility.
- Received accolades for designing impactful POSM and FSU materials, enhancing product visibility and customer interaction.
- Played a key role in the conceptualization and execution of branding artworks, contributing to a 85% growth in brand recognition.
- Recognized for attention to detail and creativity in finalizing artworks, consistently meeting or exceeding client expectations.

Senior Graphic 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

- Designing impactful social media posts to enhance the brand's online presence.
- Developing and maintaining company profiles to showcase Maxima Solar's identity and values.
- Crafting visually compelling product stickers for effective branding.
- Designing informative and visually appealing product datasheets for customer understanding.
- Producing engaging product video promos to highlight key features and benefits.
- Conducting video editing for seamless presentation and storytelling.
- Skillfully retouching product images to ensure high-quality and consistent visuals.
- Generating accurate site plan drawings for solar installations.
- Utilizing 3D modeling techniques to visually represent site plans, facilitating effective project planning and communication.

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.