



NAJAM US SAQIB

GRAPHIC DESIGNER
/ WEB DEVELOPER

PROFILE

I am a self-taught artist, professional graphic designer & web developer who has worked as a freelancer for around 4 years in fields related to graphic design and holds another 4 years of experience as a professional graphic designer. I possess a strong sense of artistry and forward-thinking that is consistently displayed throughout my work.

As a senior designer @ Funkada Sdn. Bhd. I worked regularly on graphic, layout, and production materials and developed 1000+ graphic design projects (logos, brochures, advertisements, infographics, Web Designs)

I'm a fast learner, solve problems according to needs, and meet aggressive deadlines. I Excel at several tech tools, including Illustrator, Photoshop & WordPress.

CONTACT

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ONLINE

PORTFOLIO

WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER / WEB DEVELOPER

LEGASI SHAH (FUNKADA SDN. BHD.)
(2018-)

- Manage and coordinate graphic design projects from concept through completion.
- Successfully translated subject matter into concrete design for Print media, promotional materials and Websites
- Designed and developed websites for various companies & customers to represent their business online according to their requirements
- Created design theme and graphics for the company's business seminars & classes (AcPPG & MDBES Marketing seminars)
- Created 3d kiosk models up to the client's requirements. Regular site visits to consult client regarding 3d kiosk model
- Developed numerous marketing programs (logos, brochures, business cards, infographics and advertisements)
- Managed up to 5 projects or tasks at a given time while under pressure to meet daily deadlines.
- Developed company's e-commerce website to ensure the easy user interface for product catalogue and checkout process
- Recommended and consulted with clients on the most appropriate graphic design options based on their overall goals.
- Ensured reliable delivery of all completed projects by communicating with clients and arranging the most suitable means of transport for delivery
- Training and mentoring new staff up to the company's standards
- Monitor and supervise daily operational activities and responsibilities.
- In charge of overall Office operations and team flow

Gained creative Experience in following:

Design & Print

- ◆ Logos
- ◆ Business Cards
- ◆ ID Cards
- ◆ Leaflets & Flyers
- ◆ Banners & Stickers
- ◆ Bunting & Roll Up
- ◆ Restaurant Menus
- ◆ Invoice & Receipt Books
- ◆ Company Profile
- ◆ Rubber Stamps
- ◆ Wedding Cards
- ◆ Letterheads
- ◆ Product Packaging
- ◆ Corporate Identity

Photo Editing

- ◆ Photo Manipulation
- ◆ Retouching
- ◆ Color Grading

Web & Multimedia

- ◆ Social Media Marketing
- ◆ Website Design & Development

Video Editing

- ◆ After Effects
- ◆ Logo Animations
- ◆ Video editing for youtube

PART-TIME SOCIAL MEDIA CONTENT CREATOR

SG ACADEMY / SG EDUCATION GROUP
(2021-)

- Developed marketing content such as posts, promotional materials and advertisements for social media.
- Manage social media planning for the execution of marketing strategies and community management.
- Maintained brand innovation and kept abreast of the latest social media trends.
- Created different forms of content, maintaining brand identity according to the specific SG Academy's social media page.

SKILLS

Illustrator	<div><div></div></div>
Photoshop	<div><div></div></div>
Web Design (Wordpress)	<div><div></div></div>
Fine Art / Illustrations	<div><div></div></div>
MS Office	<div><div></div></div>
After Effects	<div><div></div></div>
SketchUp 3D	<div><div></div></div>
Blender	<div><div></div></div>
Unreal Engine	<div><div></div></div>

LANGUAGES

English	<div><div></div></div>
Malay	<div><div></div></div>
Urdu / Hindi	<div><div></div></div>

CREATOR / DEVELOPER

NAJAMARTWORKS.COM
(2019-)

- Self-created my dynamic and interactive webstore that ensured high traffic, page views, and user experience, to sell my artwork, in form of my pencil-coloured drawings, acrylic paintings, and hand-painted clothing.
- Wrote, edited and published content to promote my webstore through various social media including Facebook, Instagram, and Twitter.
- Developed and implemented digital marketing strategies which significantly increased the website's ranking and attracted more potential customers.
- Developed social media campaigns and an ongoing strategy for outreach.
- Created unifying content to build my brand reputation and clarity, growing a combined following of more than 2000 thousand followers.
- Took average CRT of transactional keywords from 20% - 34%.
- Stayed up to date with the newest SEO guidelines and trends.

GRAPHIC DESIGNER / WEB DEVELOPER

FREELANCER
(2014-2018)

- Created marketing materials for local businesses related to flyer design, as well as social media content.
- Worked with various customers, on various types of tasks including photo editing, photo manipulation, colour-grading, and retouching according to their demands and budget.
- Managed numerous projects at once, long term and short term.
- Ensured brand consistency in all work produced.
- Illustrated practical and creative concepts by designing rough layouts, considering the arrangements, size, style, and related aesthetic images .
- Translated a customer's brand into a variety of materials, including website banners, posters, postcards, and miscellaneous digital assets.
- Addressed technical/ file trouble shooting and design issues or consideration.

EDUCATION

Graphic Design Diploma BRAINS COLLEGE OF I.T 2014 - 2015	<i>Diploma in Graphic Design</i> BRAINS COLLEGE OF I.T 26 Queen's Road, Mozang Chungi, Lahore, Punjab 54000, Pakistan
Pre Engineering PUNJAB GROUP OF COLLEGES 2011 - 2014	<i>F.Sc Pre Engineering</i> Punjab Group Of Colleges Campus 8, Lahore, Pakistan
Secondary Education CHAUBURJI GARDENS SCHOOL 2005 - 2011	<i>Secondary Education</i> Chauburgi Gardens Government High School Chauburji, Lahore, Pakistan