

# SYED AMMAR

GRAPHIC DESIGNER



## PROFESSIONAL PROFILE

I have over 5 years of experience in the media industry, with a strong background in DVC shoots, short films, music videos, and documentaries. My expertise extends to freelance work, including graphic design, video editing, sound design, and photography projects, where I've consistently delivered high-quality results.

My creative journey has been one of exploration and growth. I've worked on a variety of successful projects, including digital video commercials, music videos. Additionally, I've gained experience in university short films, handling everything from direction and art direction, sound design, and video editing. I'm well-versed in social media, trends, and innovative marketing ideas, and I'm eager to bring my passion and creativity into the workplace. My goal is to deliver impactful solutions, contribute to business growth, and push creative boundaries.

## PROFESSIONAL EXPERIENCES

**Graphic Designer and Social Media Coordinator-**

**DHA Suffa University, Karachi**

- Work included Making posters, advertisements, steamers, flyers  
Social media posts and website posting
- Managed Instagram and Facebook pages to promote academic  
deadlines, student opportunities, and events

**Creative Graphic Designer – Front Line, Karachi**

Work included mostly making post designs, posters, logo designs and illustrations.

**Creative Strategist & Graphic Designer – Vertical Media, Karachi**

- Work included making logos, advertisements, illustrations, branding and other graphics related material.
- New ideas to develop strategies for social media platforms.
- Coming up with urgent using stock photos, typography.
- Responsible for creating latest and effective graphic designs such as social media posts for Facebook and Instagram for posts & stories

## EDUCATION

Intermediate pre Engr. – Johar Degree Collage in 2019

**3 years' apprenticeship in Aircraft Structure Repair (Sheet Metal) – PIA Training Center, Karachi**

### COURSES

**Graphic Design Course – Arena Multimedia Pakistan, Karachi**

*Key learning: Creative Ideas, Branding, Social Media Trends, Thumbnails*

## PERSONAL INFORMATION



+92 315-840858-3



ammazarzaydi23@gmail.com



Gulshan-e-Roomi Society, Block F 954  
Gulistan-e-Johar, Karachi

## SKILLS SUMMARY

**Computer Software:** Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe Light room.

**Graphic Design:** Posters, Illustrations, Business Card, Brochure, Flyer, Vectors, Logos, Social Media Posts, Simple Animation.

**Sound:** Sound Design & Editing, Sound Recordings  
**Photographer/Videographer.**

## LANGUAGE

- English
- Urdu