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Lahore, Pakistan



BASEL ASIF

SUMMARY

As a creative design specialist, I have expertise in creating visually compelling design and brand identities. I'm skilled in creative design, image manipulation, banner design, and typography, animation and marketing material. With a keen focus on effective visual communication, I bring a unique and fresh perspective to each project.

Experienced in collaborative environments, I have designed advertisements for National Geographic (NAT GEO) magazine. I have designed banners and posts for Gitex Dubai 2023. I have created tickets for Sea Summit 2023. I excel in designing the perfect balance between creativity and functionality.

EDUCATION

■ Bachelor of Graphic Design

University of Management and Technology (UMT), Lahore, Pakistan

■ Intermediate of Computer Science

Punjab College, Okara, Pakistan

■ Matriculation

District Public School and College (DPS), Okara, Pakistan

OTHER COURSES

■ Diploma in Web Development

COTHM, Okara, Pakistan

■ Drawing Course

Art Ghar Drawing Academy, Lahore, Pakistan

WORK EXPERIENCE

■ Senior Graphic Designer

- Created company posters and logos.
- Collaborated with various teams throughout the process.

■ Graphic Designer & Digital Painter

- Created company posters and logos.
- Made Digital Posters and Portraits.

■ Senior Graphic Designer, UI Designer & Animator

- Designed creative banners for the websites and worked UI.
- Created visuals for Gaming website and created wireframes.
- Created Motion Graphics for companies, videos for big events.

EXPERTISE

- Drawing
- Sculpting
- Illustration
- PPT Design
- Typography
- Banner Design
- Digital Painting
- Product Design
- Design Anatomy
- Product Photography
- Visual Communication

TOOLS & SOFTWARES

- Figma
- Ms Office
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro

■ Virk Printers

Aug 2021 - Oct 2021

■ Free Lancing

Dec 2020 - Nov 2021

■ Barooq Studios

May 2023 - Present