Abdullah Shahid

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Summary

An enthusiastic graduate of Media Studies with a solid creative background in design, marketing, and digital content. competent in UI/UX design, animation, and video production. actively looking for positions that combine strategy and creativity to produce powerful user and brand experiences on digital channels.

Education

Bahria University Islamabad   Graduation date: July. 2024

B.S. in Media Studies | Link to all courses

Relevant Courses: Digital Media Production, UI/UX Design Principles, Advertising and Brand Communication, Content Strategy, Scriptwriting, Visual Communication, Research Methods, Video Editing and Post-Production, Social Media Marketing, Communication Skills, and Statistics

Experience

Internship at NADRA   June 2025 – Present

NADRA – Public Engagement Department

- Helped the Public Engagement team increase organic reach on social media platforms.
- Generated educational content, responded to public inquiries, and evaluated data to enhance outreach and communication strategies.

GrowWithAmmar   Feb 2025 – Apr 2025

Video Animator and Editor

- Created explainer videos with strong visual storytelling using Adobe tools.
- Delivered UI-inspired motion designs and smooth transitions to enhance user comprehension through 2D animation.

Green Entertainment Channel   Nov 2024 – Feb 2025

Social Media Representative

- Managed digital content across platforms to maintain engagement and consistent branding.
- Handled content calendars, visual-led marketing campaigns, and aligned design with strategic goals.
- Analyzed engagement metrics to refine outreach and better connect with target audiences.

Projects

Future on Wheels – EV Documentary   May. 2024

documentary about Pakistan's adoption of EVs and its prospects.   *Premiere Pro, After Effects, Davinci Resolve*

- created a documentary about electric cars in Pakistan based on research. used motion graphics, interviews, and storytelling approaches to discuss adoption barriers, industry trends, and future possibilities.

Lok Virsa UI/UX Poster Design   Jul. 2023

Poster layout with focus on UI flow and mobile design.   *.Figma, Adobe Illustrator, Adobe XD*

- used Figma to create a creative cultural billboard for Lok Virsa, emphasizing visual hierarchy, mobile adaptability, and a clear user interface style. Enhancing readability, user engagement, and visual coherence across digital platforms were the goals of the project.

Espior Product Launch Campaign   Feb. 2023

Branding and campaign rollout using Canva and Meta tools   *Facebook Ads Manager*

- oversaw the brand development and digital marketing for a range of sprays and scents. created images, organized posting times, and carried out a campaign strategy aimed at boosting audience interaction on Facebook and Instagram.

Cupcakes And Sweets – Print Magazine   Dec. 2022

Layout design using UI-focused principles   *Adobe InDesign, Illustrator, Photoshop*

- created a themed magazine layout with the goal of improving user engagement through color psychology, visual hierarchy, and the flow of user behavior. Key elements of contemporary UI design were reflected in the project's emphasis on balanced aesthetics and organized content layout.

Leadership and Volunteering

Community Support Program (CSP) Club   Dec. 2020 - April 2024

- Active member of the CSP Club for 3 years, engaged in community work, volunteered for fundraising supporting Palestine, collected winter clothes for flood relief, and contributed to community support efforts. Also volunteered with i-8/1 Child School System, involved in teaching and organizing events.

Skills

Digital Skills:

UI/UX Design, Video Editing And Motion Graphics, Social Media Management, Content Strategy And Scheduling, Campaign Planning, Visual Storytelling, Analytics And Performance Tracking, Creative Direction

Technologies & Tools:

Figma, Adobe Premiere Pro, After Effects, Illustrator, Photoshop, InDesign, Canva, Meta Business Suite, MS Office

Certifications:

Digital Marketing – Udemy, UI/UX Design – Udemy, 2D Animation And Character Animation – Udemy.