



Graphic Design | UI UX Design

# MY Portfolio

I've honed my skills in branding, digital media, and print design, working with clients ranging from small businesses to global enterprises. I believe that great design is a perfect blend of creativity and strategy, and I'm committed to delivering designs that not only look beautiful but also serve a purpose.

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20:26

Portfolio 2024

**GRAPHIC  
DESIGN**

# Introduction

Welcome to my portfolio, where creativity meets strategy. I'm M Waqar Aslam, a graphic designer dedicated to crafting compelling visual experiences that tell stories and drive impact. With a foundation in branding, digital media, and print design, my work is characterized by a deep understanding of how visuals can shape perception and communicate messages effectively.

In this portfolio, you'll find a curated selection of my work, showcasing projects that reflect my commitment to quality, attention to detail, and passion for design. From conceptualizing brand identities to designing impactful digital campaigns, each project is a testament to my belief in the power of design to transform ideas into reality.



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Hello, I'm

# M.WAQAR ASLAM

## About me

A graphic designer with a passion for creating meaningful and visually engaging designs. Over the past 2 years, I've honed my skills in branding, digital media, and print design, working with clients ranging from small businesses to global enterprises. I believe that great design is a perfect blend of creativity and strategy, and I'm committed to delivering designs that not only look beautiful but also serve a purpose.





# Education

Education



BFA in Graphic Design, Parsons School of Design

Skills



Adobe Creative Suite, Branding, UI/UX Design, Typography, Print Design

Interests



Branding, Visual Identity, Sustainable Design

# Personal Skills

## UI UX Design



I specialize in creating intuitive and visually engaging user interfaces that prioritize the user experience. My approach to UI/UX design is grounded in a deep understanding of user behavior, usability principles, and aesthetics. By blending creativity with functionality, I strive to design interfaces that are not only beautiful but also easy to navigate and use.

## Social Media Designs



I specialize in creating visually compelling and strategically aligned social media designs that capture attention, drive engagement, and build brand presence across various platforms. My approach combines creativity with a deep understanding of social media trends, ensuring that each design not only looks great but also resonates with the target audience and meets marketing objectives.



# Work Experience

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## Poster Design



## Flyer Design



## Social Media Posts



# Work Experience

[www.alexjohnsondesigns.com](http://www.alexjohnsondesigns.com) →

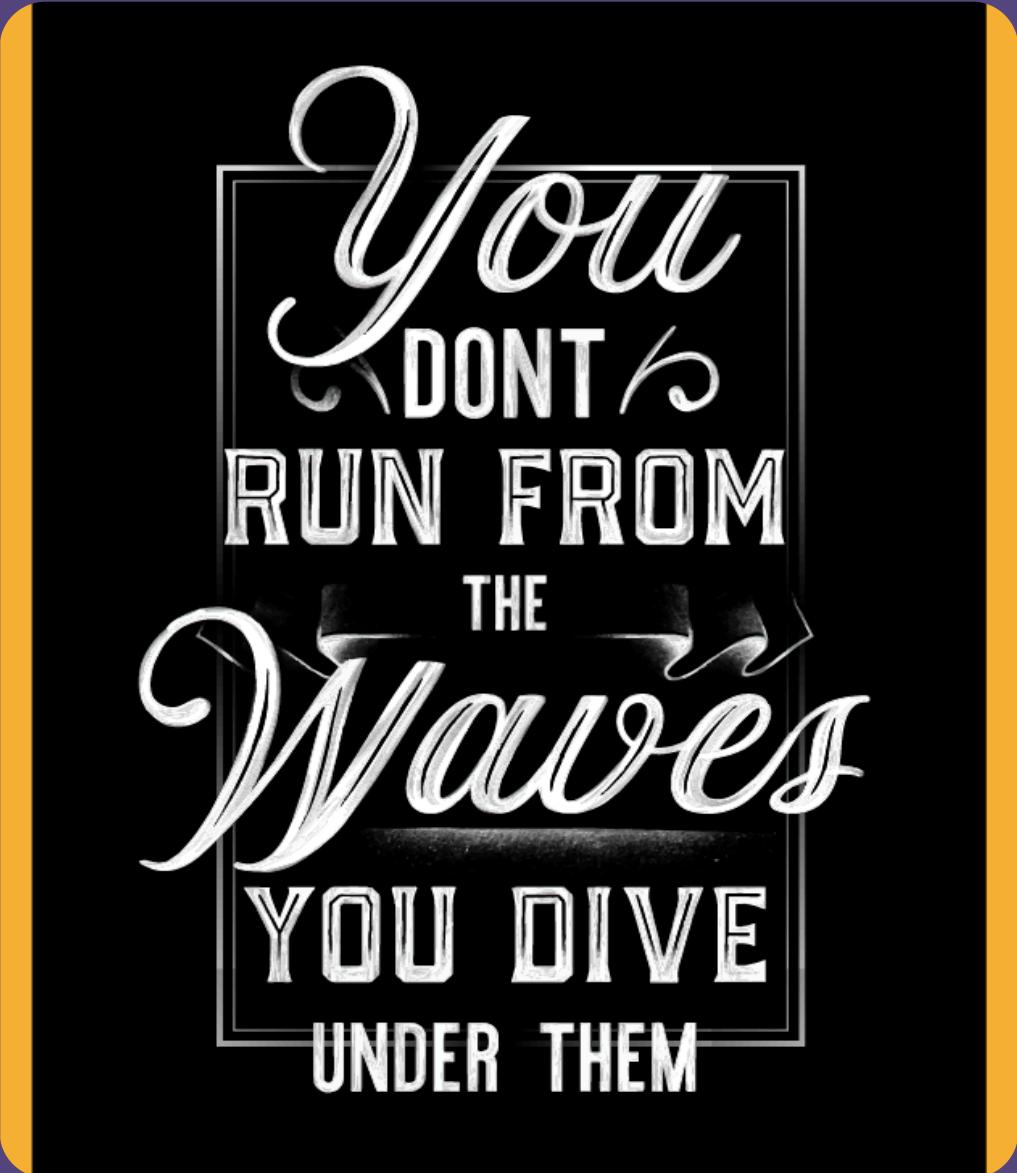
## Logo Design



## Business Card Design



## Typographic Poster



# Work Experience

[www.alexjohnsondesigns.com](http://www.alexjohnsondesigns.com) →

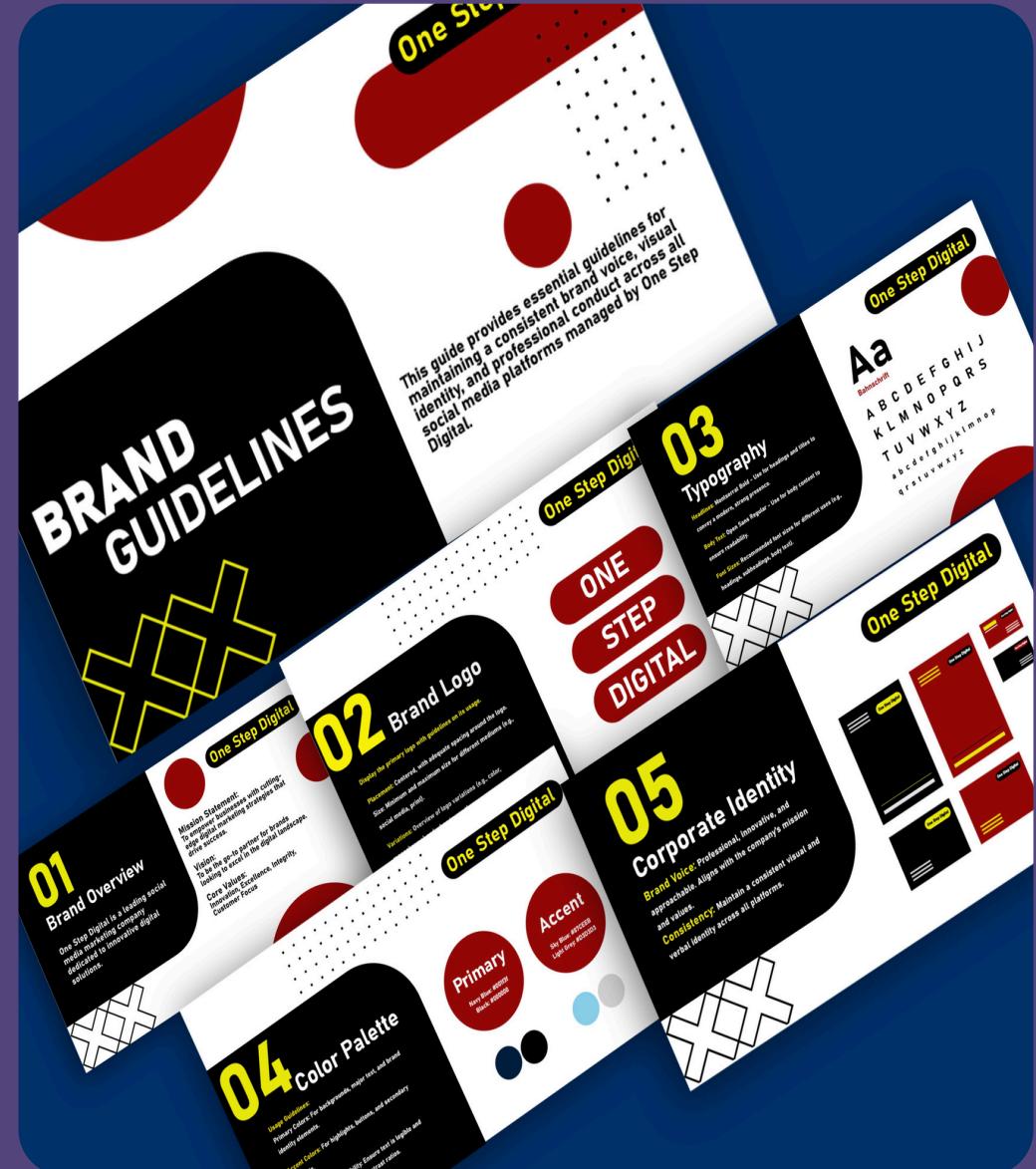
## Magazine Cover



## Brochure Design



## Brand Style Guide



# Work Experience

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## Product Packaging



## Vector Illustration



## Website Design



# Project Portfolio



**BRAND GUIDELINES**

**01 Brand Overview**  
One Step Digital is a leading social media marketing company dedicated to innovative digital solutions.

**02 Brand Logo**  
Mission Statement: To empower businesses with cutting-edge digital marketing strategies that drive success.  
Vision: To be the go-to partner for brands looking to excel in the digital landscape.  
Core Values: Innovation, Excellence, Integrity, Customer Focus.

**03 Typography**  
Headline: Mastered Bold - Use for headings and titles to convey a modern, strong presence.  
Body Text: Open Sans Regular - Use for body content to ensure readability.  
Foot Text: Recommended font size for different uses (e.g., headings, subheadings, and text).

**04 Color Palette**  
Usage Guidelines:  
Primary Colors: For backgrounds, major text, and brand identity elements.  
Accent Colors: For highlights, buttons, and secondary identity elements.  
Contrast: Ensure text is legible and high-contrast ratios.

**05 Corporate Identity**  
Brand Voice: Professional, Innovative, and approachable. Aligns with the company's mission and values.  
Consistency: Maintain a consistent visual and verbal identity across all platforms.

**D-tech MARKETING AGENCY**

**WE PROVIDE GREAT IDEAS TO GROW YOUR BUSINESS**  
We help you to manage your business with creative strategies focused on your two main goals.

**About Us**  
D-tech Marketing Agency is a digital marketing company that offers a wide range of services to help businesses grow online. Our team of experts uses the latest tools and techniques to create effective marketing campaigns that increase website traffic, generate leads, and boost overall performance.

**Our Vision**  
Our vision is to become the leading digital marketing agency in our industry, providing exceptional services to help businesses succeed in the digital space.

**Our Mission**  
Our mission is to provide innovative and effective digital marketing solutions that help businesses achieve their goals. We believe in the power of technology to transform businesses and we are committed to helping them succeed in the digital world.

**Our Services**  
• Advertising  
• Marketing  
• Consulting

**Digital Marketing Agency**

**Contact Us**  
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Phone: +92 300 123 4567  
Address: Staff Colony, D-tech Marketing Agency, Digital Tech, Hello@D.Tech

# Let's Work Together



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