

# Muhammad Umair Asad

Digital Graphic Artist | Video Editor | Video Post Production | Branding | Social Media | Visual Content Creator | Creative Marketing Manager

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## Professional Summary

Digital Graphic Artist, Marketing Manager, and Brand Storyteller with over 5 years of experience combining creative design with strategic marketing to craft bold and engaging brand experiences. From visual identities to high-performing ad campaigns, I bring ideas to life that look great and drive real results. I am eager to join a dynamic team where I can fully commit my expertise to elevating brand standards and contributing to the company's long-term success.

**Specialties:** Brand & Social Media Design | Meta & Google Ads Campaigns | Adobe Creative Suite | Canva | CRM Tools | Team Leadership & Creative Direction.

## Experience

1. **Graphic Designer Golden Arts Printing Ltd** | Manchester, UK *October 2025 – Present*
  - **Print Design & Production:** Conceptualise and design a diverse range of print collateral—including stationery, brochures, and banners—translating client visions into tangible assets.
  - **Technical Pre-Press:** Prepare and finalise artwork for production, ensuring strict adherence to technical specifications (CMYK, bleed, resolution) to eliminate printing errors.
  - **Client Management:** Collaborate directly with clients to refine proofs and implement feedback while managing multiple deadlines in a fast-paced production environment.
2. **Creative Marketing Manager & Digital Graphic Artist ARTIESTUDIOS** | Islamabad, Pakistan *January 2025 – September 2025*
  - a. **Creative & Design**
    - **Visual Asset Development:** Design high-quality digital and print assets, including social creatives, brochures, and branding materials.
    - **Video & Documentary Editing:** Manage end-to-end post-production, crafting engaging narratives through precise cutting, color grading, and audio syncing.
    - **Brand Stewardship:** Maintain a consistent visual identity across all platforms in alignment with brand guidelines.
    - **Visual Storytelling:** Execute compelling visual narratives for campaigns, presentations, and product launches

- **Collaboration:** Partner with content creators and developers to deliver cohesive multimedia experiences.

**b. Marketing Strategy**

- **Campaign Management:** Plan, implement, and optimize multi-channel marketing campaigns across social media, email, search, and paid ads.
- **Strategic Analysis:** Conduct market research and audience analysis to guide content strategy.
- **Performance Tracking:** Manage marketing budgets, track KPIs, and analyze campaign performance to ensure ROI.

**3. Video Editor / Graphic Designer Verge Design Guru | Lahore, Punjab, Pakistan, March 2019 – August 2022**

- **Post-Production Management:** Managed the full post-production workflow, from ingesting raw footage to delivering polished, audience-ready videos.
- **Narrative Construction:** Crafted clear and engaging narratives from multi-camera interview setups, synced audio, and removed filler content.
- **Content Editing:** Edited long-form and short-form interviews for web, social media, and internal use.
- **Visual Enhancement:** Applied color correction, audio cleanup, and motion graphics (titles, lower-thirds, transitions).
- **Tools Used:** Adobe Premiere Pro, After Effects.

## Education

- **Bachelor of Business Administration (BBA)** - Business Administration and Management
  - University of Lancashire | *September 2025 - June 2026*
- **Level 5 Extended Diploma in Business Management**
  - Qualifi (Center of Global Leadership) | *January 2023 - May 2025*
- **Higher Secondary School Certification in Computer Science**
  - Readers Group of Colleges Sargodha | *February 2016 - August 2018*

## Key Skills

- **Digital Design:** Graphic Design, Video Editing, Video Post-Production.
- **Management:** Client Relations, Project Management.
- **Software:** Adobe After Effects, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop.

## Languages

**Urdu:** Native | **English:** Fluent (Business Level) | **Punjabi:** Proficient