

MUHAMMAD HASSAN

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EDUCATION

NEWPORTS INSTITUTE OF COMMUNICATION & ECONOMICS : (BBA)

2024 - Present

INTERMEDIATE: Commerce

2019-2021

EXPERIENCE

Tasavvur Fragrances/Asjad Advertising - Karachi, Pakistan

Packaging Designer Jan 2024 - Present

- Design and Conceptualization: Come up with innovative, creative ideas, and appealing designs for fragrance product packaging, keeping in view the identity of the brand and the market trends.
- Client Engagement: Working closely with clients to understand their vision and requirements, translating their ideas into effective packaging solutions.
- Quality Assurance: Ensure the quality and accuracy of the final outputted production, ensuring designs meet industry standards and client expectations.
- Market Research: Study the competition through competitive analysis and market research; keep updating oneself with new trends in packaging and implement these in the designs.

Paz Technologies - Karachi, Pakistan

Front End Developer (Intern) Angular Aug 2023 - October 2023

- Angular Development: Assist in developing and maintaining responsive Angular web applications that ensure a rich and seamless user experience across all devices.
- Component Design: Creation and optimization of reusable components improved development efficiency, maintained consistency throughout the application.
- Collaboration: Worked closely with senior developers and designers in implementing UI/UX designs; contributed to project meetings and brainstorming sessions.
- Code Optimization: Involved in code reviews and debugging processes to identify and fix any problems hampering application performance.
- Learning & Growth: Practical experience with modern frontend technologies and best practices; continuously learning to improve coding skills and technical knowledge.

Tawakkal Plastic Works (TPW) - Karachi, Pakistan

Graphics Designer April 2022 - June 2023

- Visual Design: The incumbent designs alluring graphics and layouts for sundry plastic products that focus on brand guidelines and the client's specifications.
- Client Collaboration: Work closely with clients to secure information about what they require in the design and transform clients' ideas into effective visual solutions.

Love For Data (LFD) - Karachi, Pakistan

Graphics Designer & UI UX Designer Jun 2021 - Feb 2022

- UI/UX Design: The user interface was designed for the web and mobile applications to be user-friendly by making it intuitive and interactive.
- Graphic Design: Worked on producing quality visual content on digital and print media, such as social media graphics, infographics, and marketing material.
- User Research: Conducted user research and usability testing for extracting insights to make better design decisions, enhancing overall user satisfaction.
- Collaboration: The close collaboration with cross-functional teams, including developers and product managers, ensured that the design implementation was cohesive.
- Prototyping: Wireframing, prototyping, and making mock-ups to get design ideas across and provide a means for stakeholder feedback.
- Brand Identity: Assisted in building and retaining brand identity through consistency in design across all platforms and media.

SKILLS & INTERESTS

Skills: Adobe Photoshop, Adobe Illustrator, Adobe XD, HTML/CSS/Bootstrap, Microsoft Office Figma Microsoft Office (Excel and PowerPoint), Leadership, Time management

Portfolio Link

Drive Link: https://drive.google.com/drive/folders/1_DDL4BdI_sPnO7JuulGWxYtdHMxMscHZ?usp=drive_link

Behance : <https://www.behance.net/muhhassan>