QASIM MUHAMMAD

Senior Creative Artworker | UI Designer

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Self-motivated, confident and efficient Senior Creative Artworker/Designer with 16 years' industry experience. Knowledgeable of digital and print production including pre-production brief analysis. Proficient in traffic management and project profitability assessment resulting in a productive working environment. As a team member, managed individuals whilst continuing to deliver a high standard of work.

Creative Design & Layout

- Advanced knowledge of creative layout, typograph, and visual storytelling
- Expertise in print, digital, and web design, delivering high-quality, brand-consistent work

Software & Tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Acrobat)
- Microsoft Office Suite
- Figma, Sketch, Proof HQ, Page Proof, WIP Systems

Web & Digital Design

- Strong understanding of web and digital assets, UI/UX, and responsive design
- Diploma in HTML, CSS, JavaScript, and ReactJS
- Experience creating wireframes, interactive prototypes, and live Illustrator graphs

Production & Technical

- In-depth print production and repro knowledge
- Experienced with interactive PDFs, annual reports, and image retouching/manipulation
- Confident working within strict brand guidelines

Project & Team Management

- Hands-on experience in studio and project management
- Client liaison and account management expertise
- Skilled in staff management and supervising freelancers

Digital

Digital Out-of-Home (DOOH), web banners, websites, mobile apps, and social media content.

Experienced in wireframing, prototyping, and developing HTML/CSS emails and digital assets.

Print

Design and production of annual reports, press ads, advertorials, flyers, business cards, product packaging, letters, newsletters, application forms, T&Cs, user guides, training manuals, and interactive PDFs, with a strong focus on clarity, layout, and brand consistency.

Out-of-Home

Creative execution for billboards, street furniture, I-Max displays, public transport, station environments, and bus/taxi wraps and sides — delivering high-impact, large-format design solutions.

Pitches & Presentations

Development of compelling biographies, credentials, case studies, infographics, RFPs, and PowerPoint decks, supporting new business and client presentations.



KFY SKILLS

AND EXPERTISE



Freelance (Current)

Senior Creative Artworker / Designer / Web Developer

As a versatile creative professional, I collaborate with a diverse range of clients, including leading global tech brands, to deliver high-quality work across both **print** and **digital** platforms.

On the **print** side, I specialise in crafting **annual reports**, **marketing collateral**, and **brand communications** that combine precision, clarity, and visual impact. Every piece is designed to align seamlessly with brand guidelines and print production standards.

For digital projects, I merge strong design sensibilities with technical expertise. Using tools such as Figma and Sketch, along with my front-end development background in HTML, CSS, and JavaScript, I design and build responsive web banners, emails, and landing pages, ensuring all assets are optimised for performance and flawless implementation.

This balance of creative insight and technical execution enables me to deliver end-to-end solutions that are visually engaging, strategically sound, and technically robust.

Hogarth Worldwide (Feb 2021 – Dec 2024)

Lead Mechanical Artist (Digital)

During my time at Hogarth, I worked on the Apple Inc. account, focusing on digital artwork projects such as web banners, marketing pages, landing pages, and product pages. I prepared and created mechanical files for final release to production, leveraging my proficiency in script automation to streamline processes and enhance team efficiency. I managed high volumes of work, including foreign language versions, and collaborated closely with Project Managers across both Print and Digital production teams.

Freelance (Aug 2020 – Feb 2021)

Senior Creative Artworker/Designer

I worked for **Publicis Health(Langland)**, **Havas Group** and **McCann MK** on a variety of contracts. Setting up digital and print assets including HTML banners and presentation decks to technical specs and formats required by the printers and developers.

McCANN London (Jan 2015 – Aug 2020)

Lead Creative Artworker

Worked on digital and print projects creating high quality final print and digital artwork. Utilised client brand guidelines, technical specs, photography, and supplied text for brands such as Just Eat, Subway, Premier Foods, eBay, Chivas, Bayer, Reckitt Benckiser, Microsoft, Mastercard, TSB and Qatar Financial Centre, Saudi Aramco.

• Freelance (Sep 2014 – Dec 2014)

Creative Artworker/Designer

Created large format banners and signs. Worked on vehicle branding including designing logos, stationery, flyers and digital graphics. Also responsible for indoor and outdoor printing and installation.

LaGloire Advertising, Saudi Arabia (May 2007 – Jul 2014)

Creative Artworker/Designer (Arabic and English)

Produced ATL press, OOH exhibition stands and POS materials, from initial brief to repro. Created estimates, booked in jobs, created detailed invoices and managed font buying in my manager's absence.

