

QASIM MUHAMMAD

Senior Creative Artworker | UI Designer

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PERSONAL SUMMARY

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, typography, 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.



PROJECT EXPERIENCE



INDUSTRY EXPERIENCE

- **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.

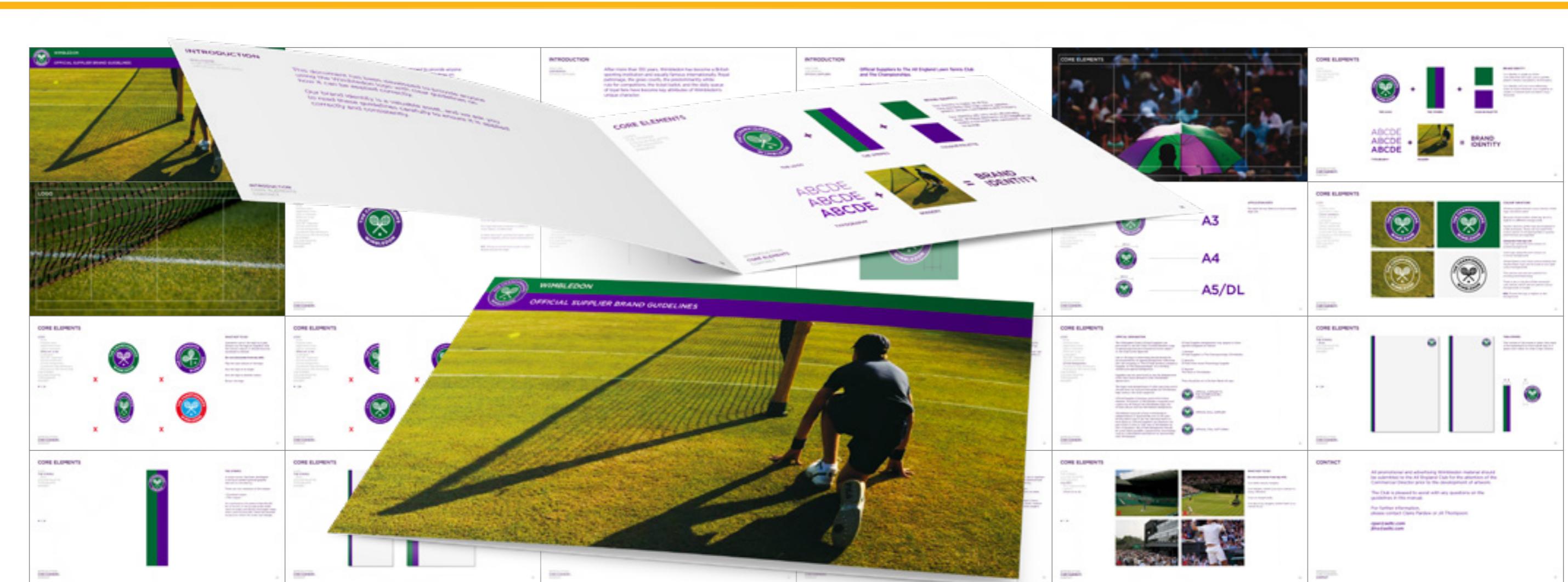
REFERENCES

Available upon request.

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Qasim Muhammad



The image displays a collection of digital and print marketing assets for Novo Nordisk's FlexTouch campaign, arranged in a grid-like structure.

Top Row:

- FlexTouch Brand Book:** A digital booklet featuring icons of people using insulin pens and a woman holding a pen.
- Contents:** A digital page showing a table of contents for the campaign.
- Introduction:** A digital page with a woman in a pink tank top.
- Introduction:** A digital page with a tablet displaying a woman's face.
- Introduction:** A digital page with a woman in a white shirt.
- Introduction:** A digital page with a woman in a white shirt.

Second Row:

- Introduction:** A digital page with a woman in a white shirt.
- New campaign:** A digital page with a woman in a pink tank top.
- Contents:** A digital page showing a detailed table of contents for the campaign.
- New campaign:** A digital page with a woman in a pink tank top.
- New campaign:** A digital page with a woman in a pink tank top.
- New campaign:** A digital page with a woman in a pink tank top.

Third Row:

- New campaign:** A digital page with a woman in a white shirt.
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- New campaign:** A digital page with a woman in a white shirt.
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Fourth Row:

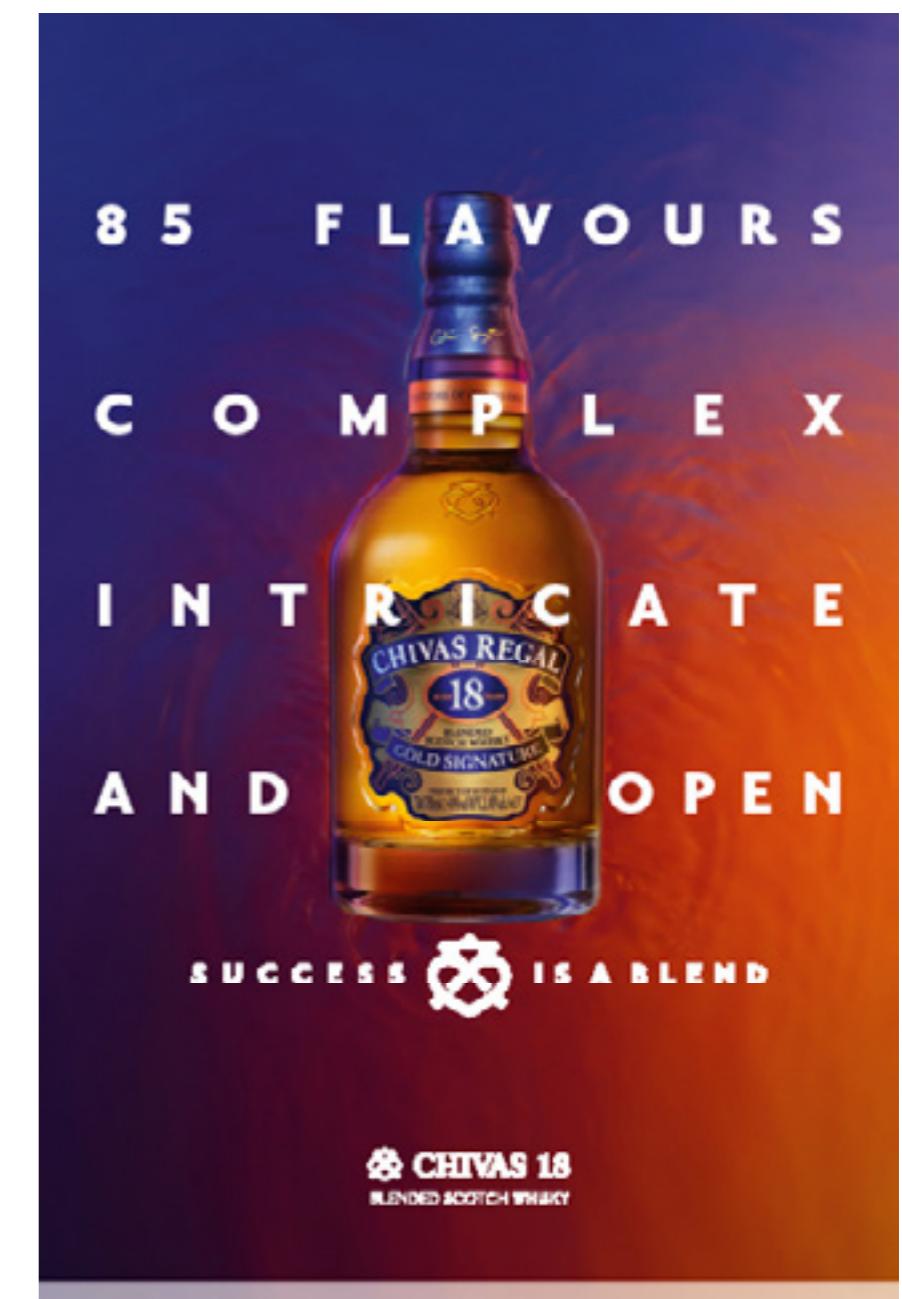
- Selling guide:** A digital page showing a grid of icons related to selling.
- Design guide:** A digital page showing a grid of icons related to design.
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- Design guide:** A digital page showing a grid of icons related to design.
- Implementing the campaign:** A digital page showing a grid of icons related to implementation.

Fifth Row:

- Implementing the campaign:** A digital page showing a grid of icons related to implementation.
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Sixth Row:

- Implementing the campaign:** A digital page showing a grid of icons related to implementation.
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- Stay in touch:** A digital page with a woman in a pink tank top.
- FlexTouch Brand Book:** A physical booklet cover featuring a woman in a white shirt, the text "FlexTouch/PDS290 Brand Book", and a circular graphic with a person walking.
- FlexTouch:** A large, stylized logo at the bottom right.





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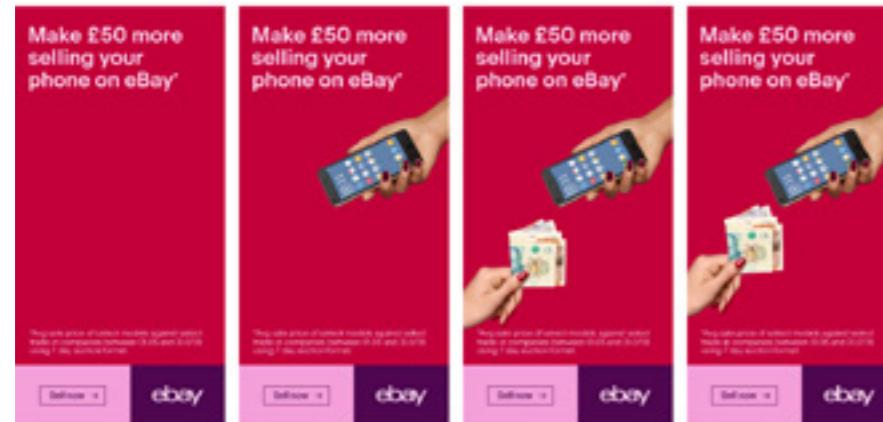
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Conditions apply.

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80% of the stuff on eBay is 100% new.

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80% of the stuff on eBay is 100% new.

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Make £50 more selling your phone on eBay*

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Sell now →

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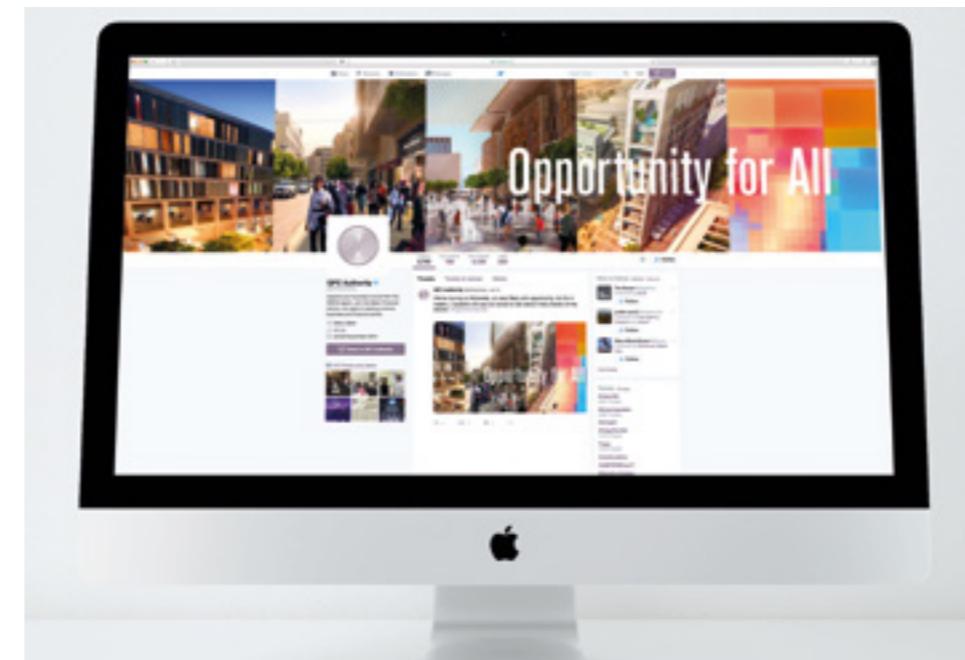
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**الدعم الأفضل
لنجاحات أكبر**

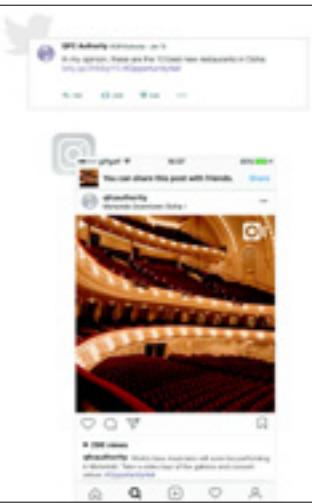
في مركز قطر للمال تجعل على نسخة النجاح من خلال تقديم التسهيلات اللازمة لتنمية ووزراعة الأنشطة بفضل بدءة قوية عالمية. كما ساعدكم على الوصول إلى الأسواق العالمية وتحظى على تخدم أفضل خدمة أعمال في المنطقة. احصل على المزيد قريباً بزيارة موقعنا

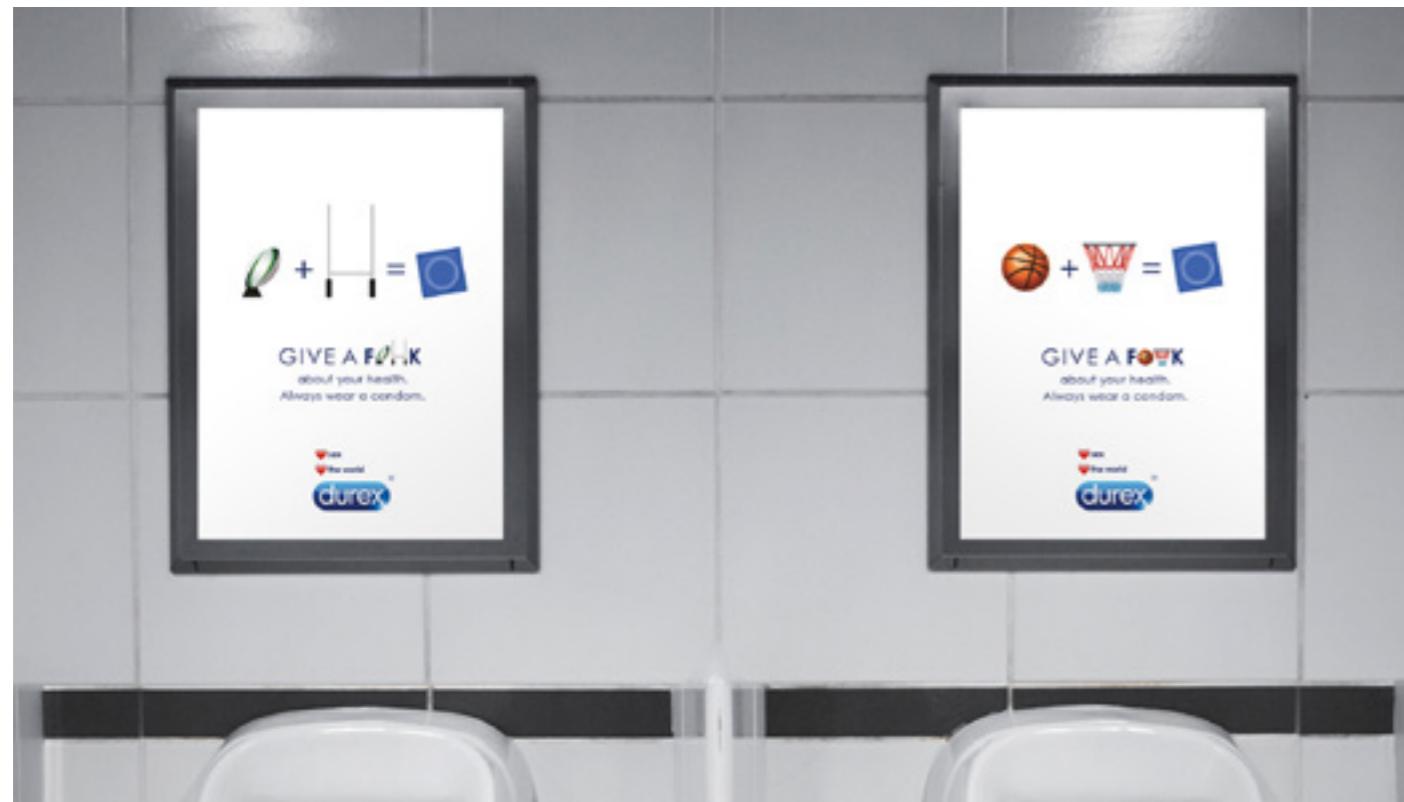
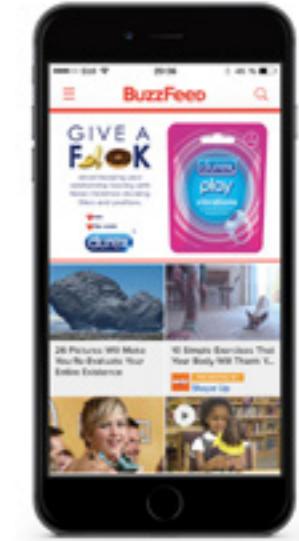
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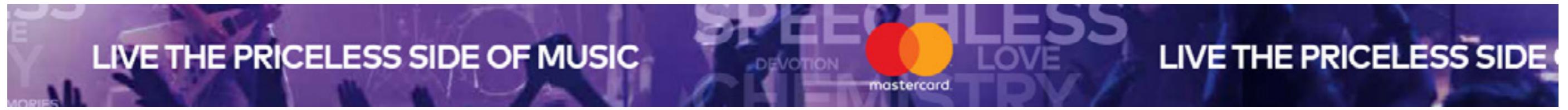
تسخير النجاح

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Goodbye blandwich
Hello new Rotisserie-Style Chicken

SUBWAY Keep Discovering

*Hand torn in-store, 100% chicken breast marinated, seared and cooked in its own juices. Available until 28/09/2022, while stocks last. Participation may vary. See in-store for details.

New
Rotisserie-Style
Chicken
100% hand-torn chicken breast

SUBWAY Keep Discovering

*Hand torn in-store, 100% chicken breast marinated, seared and cooked in its own juices. Available until 28/09/2022, while stocks last. Participation may vary. See in-store for details.

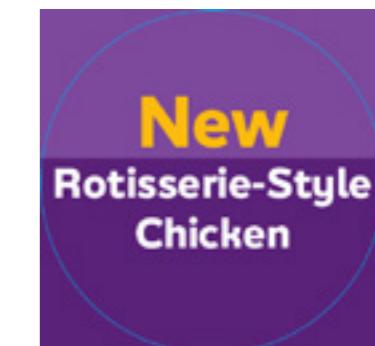
New Rotisserie-Style
Chicken
100% hand-torn chicken breast

£X.XX
Six-Inch Sub
1391 kJ / 329 kcal

Upgrade to a Meal Deal
+£X.XX

(Drink plus cookie or crisp)

*Hand torn in-store, 100% chicken breast marinated, seared and cooked in its own juices. This deal includes a 6-inch Rotisserie-Style Chicken Sub or Roll-based for price shown, or upgrade to a meal deal for an additional charge. Please note that the meal deal includes a soft drink or crisps for price shown. Not valid for absolute meat, bacon, cheese, or any other extras. Energy values refer to products presented. To upgrade meal deal to absolute meat, bacon, cheese, or any other extras, please add £1.00 to the meal deal. Available until 28/09/2022, while stocks last. Subject to change. © 2022 Doctor's Office Foods Ltd. All rights reserved.



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