



Muhammad Qasim

UI/UX, Graphic Designer

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[Website](#) • [Behance](#) • [LinkedIn](#)

Personal Details: Dec 08, 1995 • Pakistani • Male

Creative, versatile, and solutions-driven professional with rich background in overseeing all aspects of graphic designing, translating creative concepts into innovative and impactful visual solutions.

Demonstrated success in designing and delivering stunning designs for print and digital/social media to increase brand recognition, client satisfaction, or revenue growth. Proficient in utilising industry-leading design software and techniques to translate client visions into compelling and effective visual communication. Adept at collaborating with cross-functional teams and clients to ensure project success within time and budget while maintaining highest quality standards. Skilled in conceptualising and crafting diverse garment designs, ensuring maximum customer satisfaction, and expanding brand reputation. Recognised for delivering multi-million seasonal projects across the country. Knack for success in devising and executing robust strategies to streamline packaging materials and deliver efficient design workflows. Known for consistently exceeding expectations, promoting continuous learning, and achieving high client satisfaction. Equipped with advanced knowledge of modern AI tools, including Adobe Firefly, Midjourney, ChatGPT, Replicate, and Toppaz. Proficient with Zoho CRM and Mailchimp.

Technical Proficiencies

Graphic Design:	Adobe Creative Suite (Photoshop, Illustrator, InDesign) CorelDRAW, Sketch, Canva
Web Design, UI/UX:	Adobe XD, Figma, Sketch
Video Editing & Motion Graphics:	Adobe Premiere Pro & After Effects
Microsoft Office:	Word, Excel, PowerPoint, Outlook

Areas of Expertise

- Graphic & Visual Communication
- User Interface & User Experience (UI/UX)
- Print Media & Digital Management
- Cross-Functional Collaboration
- Prototyping
- Offset Printing, Die lines
- Typography & Colour Theory
- Branding & Visual Storytelling
- Photography & Editing
- Team Building & Leadership
- Wireframe
- Books, PPT's, PDF's
- Layout & Logo Design
- Packaging Design
- Motion Graphics
- Relationship Building
- Email Templates
- HTML, CSS, JS (Basic)

Career Experience

Vista Corporate Group, Business Bay, Dubai
UI/UX, Graphic Designer

2023 – Continue

Manage each vertical within the Vista Corporate Group, including V-club, Vista Tours, Vista Properties, Vista Auditing & Accounting, and others. controlling every facet of creatives and design. knowledge of consumer preferences and market trends focuses on originality and inventiveness in design ideas.

- Assist interns and young designers in their professional development by offering them thorough training and mentoring.
- Assign work wisely to ensure that projects are completed on schedule and that budgetary restrictions are followed.
- Lead the graphic design team, overseeing all aspects of design across various verticals within Vista Corporate Group.
- Take charge of the graphic design team and manage all areas of design for the Vista Corporate Group's several verticals.
- Boost business Meta leads with visually appealing and thought-provoking creatives that include important

marketing trends.

- Have direct communication with the sales team, comprehend client needs, and put into practice on impending projects.
- Supporting my group, gaining knowledge of cutting-edge tools, and implementing engaging workflow.
- Maintained and optimized UI designs for landing pages, ensuring a user-friendly experience and effective interaction.
- Design website across various verticals within Vista Corporate Group.

Portfolio Website Links:

- www.vistacorporategroup.com
- www.vista-properties.com
- www.thevistatours.com
- www.vclubdubai.com
- www.vistacodubai.com
- Layali Website - Link

Portfolio Landing Pages Links:

- www.thevistacorp.com/business-in-dubai
- www.thevistacorp.com/mainland
- www.thevistacorp.com/bookkeeping-accounting
- www.thevistacorp.com/bookkeeping-accounting-restaurant
- www.thevistacorp.com/corporatetax
- Landing Page-Link

Cocobee Kids Wear, Gajju Matah, Lahore Product/Fashion Designer, Graphic Designer

2021 – 2023

Spearheaded product design initiatives for diverse infant and toddler clothing line, conceptualising and crafting a diverse range of garments' designs, including shirts, pants, trousers, jackets, kurtas, and various other items. Provided comprehensive training and mentorship to a team of interns and junior designers, fostering their professional growth and development. Cultivated and nurtured relationships with stakeholders at all levels of management, establishing a robust network and supporting business objectives.

- Designed and delivered 500+ seasonal projects with tech packs within time and budget.
- Achieved maximum customer satisfaction by identifying and addressing all clients' needs and expectations.
- Expanded brand reputation by optimising organisational performance of various company branches.
- Received recognition as Head Designer, underscoring novel design contributions and dedication to company's success.
- Enhanced organic Instagram followers, growing following from 41K+ to 116K+ within a span of two years.
- Executed numerous design concepts for seasonal collections, aligned with market trends and customer preferences.
- Orchestrated brand photoshoots and seasonal campaign visuals in collaboration with cross-functional teams.

Best Day International, Shah Jamal, Lahore Packaging Designer, Graphic Designer

2019 – 2021

Oversaw all aspects of packaging design projects for food company whilst ensuring adherence to design and branding standards. Conceptualised and created packaging designs for products, considering branding, visual appeal, and functionality. Collaborated with cross-functional teams, including product managers and marketing, to align packaging designs with brand objectives and product requirements. Leveraged graphic design software and tools, such as Adobe Creative Suite, to assist in project work and provide guidance to team. Liaised with international companies across the world for private labelling.

- Redesigned company's product packaging, increased brand recognition, and boosted sales within first quarter.
- Streamlined packaging materials and processes, reducing production costs whilst maintaining design standards.
- Received industry recognition by implemented and maintaining creative and innovative talents.
- Developed a more efficient design workflow, slashing product launch time, resulting in a quicker time-to-market and staying ahead of competitors.

Designed graphics for various purposes, such as marketing materials, social media content, student files, and summer packs. Utilised numerous design software, like Adobe Creative Suite, to create and edit visual content. Applied design principles such as layout, typography, colour theory, and composition to create visually appealing designs. Kept up with design trends, new software, and industry developments to ensure relevance and innovation in work.

- Promoted consistently whilst maintaining a dedication to continuous learning.
- Initiated tenure at organisation at junior level, subsequently advancing to role of a Graphic Designer.
- Achieved a high level of client satisfaction by delivering designs whilst meeting and exceeding client expectations.
- Expanded a design portfolio over time to showcase a diverse range of projects and growth in skills.
- Created cohesive and impactful designs whilst collaborating with key team members.
- Outperformed all assigned tasks and overall organisational milestones.

Additional Experience

Social Media Management, Delite Home Appliances, Remote | [Link](#)

Graphic Designer, Delish Cakes & Bakers, Remote | [Link](#)

Brand Designer, Nomad Apparel, Remote | [Link](#)

Graphics, UI/UX, Upwork Freelancing | [Link](#)

Social Media Designs & Branding, Olive Trail | [Link](#)

UI/UX Designer, Evaxone | [Link](#)

Education

Bachelor of Science in Mathematics | Minor in Physics

University of the Punjab, Lahore, PK, 2018

Licenses & Certifications

Brand Strategy for Designers – LinkedIn Learning – 2023

Learning Logo Design – LinkedIn Learning – 2023

Motion Graphics for Social Media – LinkedIn Learning – 2023

Graphic Design Masterclass: Learn Graphic Design in Project – Udemy – 2023

Languages

English: Fluent | Urdu: Native | Punjabi: Native