

Hasnat Ahmad

Senior Visualizer | Graphic Designer | Motion Graphic animator | Videographer

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Location: Lahore, Pakistan

PERSONAL STATEMENT

Understanding the purpose & audience is the first step to visualize the creative concept & that's my vision for any design task. With 4 years of experience, I am currently working as senior graphic designer at BBDO, Pakistan – where I have worked on the visual communication for 7 brands including Spotify, PepsiCo, MG Motors & Unilever. My portfolio ranges from the exhibits of logo making process, branding, social media content, photography & motion graphics. I am currently looking for the opportunities which will help me to expand my creative abilities & allow me to train young graphic designers who are entering the industry.

EXPERIENCE

BBDO PAKISTAN

October 2021 Present

Senior Visualizer

Managing all design projects from concept to delivery for conventional & digital marketing, along with managing junior graphic designers & interns. Direction & design for nation-wide launch campaigns, print ads, social media campaigns, OOH marketing, in-store branding, logo making, packaging design, TVCs & animations.

Clients: Spotify, PepsiCo, Unity Foods, MG Motors, Nishat Sutas, IGI vitality, Rose Petal

INTERFLOW COMMUNICATIONS

February 2021 – October 2021

Senior Graphic Designer

Conceptualized & designed the conventional & digital campaigns for Teleco, banking, fertilizer & FMCG brands.

Clients: Wateen Telecommunication, Bank Alfalah, Fauji Fertilizers Company, Treet Group

AGROT MEDIA AGENCY

March 2018 – August 2019

Graphic Designer

Managed the digital design & production team to develop marketing assets for Argot's clients. I was looking after product photography, videography, motion graphics & kinetic typography for restaurants, fashion & apparel brands.

Clients: Boulevard 56, The Burning Giraffe, Shashas, AJ leather, Ashwalt, Madiha's Salon

Freelance

August 2019 – January 2021

Photographer & Videographer

As freelance photographer & videographer, I worked with high end corporate brands, FMCG brands & consulting brands to develop their evergreen marketing assets with product photography, marketing video assets, testimonials & corporate videos.

Clients: Abascus Consulting, Bread & Beyond, Dawn Bread

SOFT SKILLS

Time Management	Communication	Creativity
Team Management	Empathy	Growth mindset
Problem solving	Constructive Feedback	Learning mindset
Strategy	Persistence	Explaining design to non-designers
Leadership	Active listening	

TECHNICAL SKILLS

Branding	In-store branding	Logo design
Ideation	OOH branding	Social media content
Typography	Packaging design	Digital Content
Photography	Motion graphics	
Videography	Animation	

TOOLS

Photoshop

After Effects

InDesign

Illustrator

Premier Pro

EDUCATION

STEP Institute of Art, Design & Management, Lahore

Bachelor's Degree in Graphic design & Management Studies (2015-2019)

3.16GPA

FSc Pre- Engineering

private (2013-2015)

Matriculation in science (2010-2012)

OVERVIEW

Sr.Visualizer

BBDO Pakistan

1. Nishat Sutas

Nishat group of industries entered the dairy industry in collaboration with Sutas, Turkey. They entered the market with the launch of Plain White Milk, followed by the launch of flavored milk & tea creamer.

I worked on the packaging, designed launch campaigns & POSM for the 5 SKUs, and am currently working on the brand identity for 6th SKU.

Results:

- Designed POSM which is used in grocery stores across the country in more than 60 cities of Pakistan
- Designed more than 150+ digital content pieces for brand's always on digital content
- Reached 5M+ people through digital content across platforms
- Clutter breaking packaging design & brand identity for 6 SKUs
- Designed world milk day campaign which has been the best performing campaign with \$0 media spent

Skills utilized: Packaging design, Motion graphics, Graphic design, Animation

2. Spotify

Spotify is currently the leading music App in the world. I had the privilege of working as a lead designer on the launch of its anniversary campaign and the Premium Mini campaign in Pakistan. I have also developed their social and UI/App assets and billboards.

My responsibilities were as follows:

- Designed social assets which are used on different social media platforms.
- Designed 70+ billboards for first Conventional campaign in Pakistan.
- Designed UI assets for social media campaign.
- Develop anniversary campaign assets

Skills utilized: Motion graphics, Key visuals,