

# Sheraz Ghouri

Ui UX, Graphic Designer, Social Media Executive

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Dynamic and innovative professional with 9+ years of invaluable hands-on experience in handling several simultaneous creative design projects, concept creation, graphic design, ui ux, animation and visual conceptualization. Equipped with the ability to escalate brand awareness by utilizing skills gained in the creative industry, being able to identify opportunities, overcome objections, and build long-term mutually beneficial relationships with vendors, workforce, and clients, establishing a successful and lucrative company.

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## WORK EXPERIENCE

### Sr. Graphic Designer – Eden Prime

March 2023 – Present

- Design visual mock-ups/prototypes from wire-frames and deliver final design Production ready assets for development.
- Produce high-quality user interfaces and visual designs from concept to launch On web media/print media and digital media.
- Develop creative advertising content for various media, including amazon, eBay, Product catalogs while ensuring maximum brand awareness of target audience/market.

### Sr. Graphic Designer, Social Media Executive – Enablers

Feb 2022 – Jan 2023

- Develop creative advertising content for various media, including thumbnails, profile, business cards, flyers, posters, t-shirts, and social media post while ensuring maximum brand awareness of target audience/market.
- Collaborating with videographers and team members, such as marketing, sales, and business operations, throughout the various phases of a project.
- Designing websites that are responsive and usable.

### Graphic Designer – Esparks

Dec 2018 – Jan 2022

- Design visual mock-ups/prototypes from wire-frames and deliver final design Production ready assets for development.
- Designing websites and mobile apps that are responsive and usable.
- Produced both e-commerce and non-e-commerce creative website layouts and content for the use of clients.
- Leverage rebranding expertise in enhancing client's corporate image to ensure profitability and business growth.

### Creative Officer – VPL Limited

Jun 2017 – Jun 2018

- Designing of branding material and merchandising material for brands.
- Hired and coordinated vendors to carry out different promotional campaigns and events.
- Planned marketing campaigns for company and executed different promotional campaigns.
- Spearhead visual identity including brand positioning, promotions, and digital marketing for different companies.

### Graphic Designer – Lahore Graphic Design

Jan 2010 – April 2017

- Developed graphics and layouts for product illustrations, logos, and websites mirroring company brand style.
- Coordinate with the client to successfully create prolific social media graphics suitable for target marketing.
- Design visual mock-ups/prototypes from wire-frames and deliver final design production ready assets for development.

## AREAS OF EXPERTISE



## TECHNICAL SKILLS

### Adobe Suite

Photoshop, Illustrator, Adobe Animate, After Effect, InDesign, XD

### Microsoft Office

Word, Excel, PowerPoint

### Coding

HTML, CSS & Bootstrap

### Product Design Tools

Figma, InVision, Sketch, XD, Canva

## EDUCATION

**Bachelor of Fine Arts in Visual Graphic Design**  
University of Punjab  
2001 – 2003

## INTERESTS

