

# Muhammad Farooq

## Graphic Designer

+923079406395  
339 A3C1 Umar Chowk, Township Lahore  
Muhammad.farooq@gmail.com  
[https://www.behance.net/Muhammad\\_Farooq](https://www.behance.net/Muhammad_Farooq)

Experienced graphic designer with 5 years of expertise in enhancing businesses through creative design. Proficient in design principles, typography, and layout techniques for visually stunning and cohesive designs across multiple mediums. Strong focus on client satisfaction by actively incorporating feedback. Skilled in industry-standard software, delivering diverse projects with a commitment to pushing creative boundaries.

## Professional Experience

### Axis Communication Pvt. Ltd | Graphic Designer | Nov 2022 - Present

- Developed and designed a mobile application for Technosoft client, meeting their specific requirements and delivering a user-friendly and visually appealing experience. Created custom web pages, tailored to client specifications, ensuring seamless functionality and engaging design.
- Collaborate closely with the marketing team to fulfill project requirements and create impactful designs.
- Create compelling marketing materials for digital campaigns, social media platforms, and presentations.
- Ensure adherence to brand guidelines and maintain visual consistency across all designs.
- Generate visual representations of design concepts, including art arrangement, size, type size, and style.
- Take charge of managing design projects, including overseeing print production and adhering to timelines.
- Stay informed about industry trends and contribute innovative ideas to the team.
- Participate in brainstorming sessions to share new design perspectives and ideas.
- Create initial drafts and present design ideas to clients or team members.
- Utilize software or traditional methods to develop illustrations, logos, and other design elements.
- Apply suitable colors and layouts to enhance the visual appeal of each graphic.
- Collaborate with copywriters and creative directors to refine and finalize the design concepts.

### Kestrel Education Pvt. Ltd | Graphic Designer | Feb 2021 –Oct 2022

- Plan design concepts by conducting thorough research and analyzing relevant information and materials.
- Create visual representations of concepts by designing sample art arrangements, determining appropriate sizes, selecting suitable typography, and establishing consistent styles, and seek approval for these designs.
- Produce final art by utilizing necessary equipment and software.
- Collaborate with external agencies, art services, web designers, marketing professionals, printers, and colleagues as required.
- Contribute to team efforts by completing assigned tasks effectively and efficiently.
- Communicate with CEO to understand their layout and design preferences.
- Develop a wide range of graphics and layouts for product illustrations, company logos, and websites using software such as Photoshop.
- Review final layouts and provide suggestions for improvements when necessary.
- I have successfully managed social media campaigns and designed various assets such as landing pages and brochure designs.

### Nexskill Technology PITB | Graphic Designer | Feb 2019- Jan 2021

- Created UI/UX mockups to provide clients with a clear visual representation and enhanced understanding of their project's. Utilized industry-standard design tools to develop high-fidelity mockups that effectively communicated design elements, interactions, and flow.
- Collaborated closely with clients to incorporate feedback and refine the mockups, ensuring alignment with their vision and requirements.
- Designed company cards, creating visually appealing and professional designs that effectively represented clients' brands.
- Developed vector illustrations for various projects, showcasing creativity and attention to detail.
- Produced captivating portrait designs for diverse clients, capturing their unique characteristics and conveying their desired aesthetic.

# Education

Diploma in Graphic Designing | 2018-2019

*Arfa Karim Software Technology Park / PITB, Lahore*

Fine Art | 2016-2018

*Govt. College Township, Lahore*

## Software & Skills

- Adobe Photoshop CS
- Adobe Illustrator
- Lunacy
- MS Excel
- Managerial Skills
- Team Corporation
- Time management

## Awards

- Best Logo Design Award During Diploma
- Best Intern
- Month of the employee award multiple times