

# Uswa Jamil

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## Portfolio:

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## PROFESSIONAL SUMMARY

*Detail-oriented Desktop Publisher and Graphic Designer with proven expertise in Adobe InDesign and editorial layout. Experienced in managing the full production lifecycle of print publications, from conceptualization and typesetting to pre-press formatting. Former Lead Graphic Designer for CDCS Magazine, demonstrating strong capability in visual hierarchy, typography, and brand consistency. Combines technical proficiency with a creative eye to deliver professional, reader-friendly designs for print and digital platforms.*

## EDUCATION

### BS Computer Science(5th Semester) — COMSATS University Islamabad

- Relevance to Role: Developed strong technical proficiency, digital literacy, and logic-based problem-solving skills applicable to complex design workflows.
- CGPA: 3.3

## EXPERIENCE & PROJECTS

### Lead Graphic Designer — CDCS Magazine

- Desktop Publishing & Layout: Spearheaded the design of the entire university magazine using Adobe InDesign, handling complex typesetting, paragraph styles, and page layouts to ensure professional publishing standards.
- Print Production: Managed the end-to-end workflow from concept to print; prepared high-resolution, print-ready files (CMYK, bleeds, margins) and liaised with printers to ensure quality output.
- Visual Direction: Defined the magazine's visual theme, typography, and color palette, ensuring a cohesive and engaging reading experience.
- Collaboration: Worked closely with editors and writers to format long-form articles, ensuring accuracy and consistency in text and imagery.

### Co-Lead, Graphics Team — Google Developer Groups on Campus (CUI Islamabad)

- Brand Management: Led the graphics team in creating consistent branding materials for campus events, ensuring all designs aligned with global GDG guidelines.
- Marketing Collateral: Designed engaging posters, social media flyers, and digital banners to increase student engagement and event attendance.
- Team Coordination: Collaborated with marketing and event heads to deliver design assets under tight deadlines.

### Social Media Manager & Graphic Designer — VistaMax Consultants (Pvt.Ltd)

July 2025 – December 2025

- Visual Brand Strategy: Conceptualized and designed high-impact visual assets for Meta and Google Ads, ensuring a premium and cohesive brand identity across all digital touchpoints.
- Creative Content Direction: Produced SEO-optimized blog layouts and social media graphics that translated complex consulting services into engaging, digestible visual stories.
- Platform Management: Engineered multi-platform content calendars, overseeing the end-to-end production pipeline from initial sketch/copy to final daily publication.

## SKILLS

- Design & Publishing Software:** Adobe InDesign (Advanced), Adobe Photoshop, Canva.
- Video & Multimedia:** Adobe Premiere Pro, Adobe After Effects.
- Office & Productivity:** Microsoft Office Suite (Word, PowerPoint, Excel), Google Workspace.
- Core Competencies:** Typesetting, Editorial Layout, Print Production, Pre-press Formatting, Visual Hierarchy, Brand Consistency.
- Soft Skills:** Attention to Detail, Time Management, Creative Problem Solving, Team Leadership.