

Mirza Shahriyar

Graphic Designer | Branding & Creative Strategy Expert

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Professional Summary

Creative Graphic Designer with strong expertise in branding, UI/UX, and marketing campaigns. Skilled at transforming concepts into powerful visuals that drive engagement and business results. Experienced in leading design teams, crafting brand identities, and executing data-driven design strategies.

Professional Experience

Senior Lead Designer – ZaiyTech Solutions, Lahore, Pakistan (May 2025 – Present)

- Lead creative direction and design strategy across multi-channel projects.
- Mentor and manage a team of designers, improving workflow and output quality.
- Deliver brand identities, UI/UX designs, and marketing assets that enhance usability and client engagement.

Graphic Designer – Classic Programmers, Lahore, Pakistan (Aug 2023 – Jul 2025)

- Designed logos, marketing creatives, and digital assets for tech and business clients.
- Produced UI/UX elements for web and mobile apps, improving brand visibility and user experience.
- Maintained brand guidelines and created presentations and print materials.

Video Editor (Freelance Side Hustle), Remote (Mar 2023 – Present)

- Edited videos using After Effects, CapCut, and Adobe Premiere Pro for diverse clients.

Graphics Designer Intern / WordPress Developer – Premium Logics, Lahore, Pakistan (Feb 2021 – Jul 2022)

- Assisted in branding projects and WordPress development.
- Performed data entry and website updates.

Document Composer – New Scholars School, Lahore, Pakistan (Mar 2019 – Jan 2020)

- Prepared and formatted documents and printed examination materials.

Education

Bachelor of Science – Computer & Information Sciences, Virtual University of Pakistan (2022) | Grade: A

Core Skills

Brand Strategy, Creative Direction, UI/UX Design, Visual Storytelling, Marketing Campaigns, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere Pro), Canva, Prototyping & Wireframing, Responsive & Interaction Design, Video Editing

Languages

English – Professional Working Proficiency

Hindi – Full Professional Proficiency

Urdu – Full Professional Proficiency