

AMIRUDDIN MALIK

Senior Graphic Designer | Video Editor | AI-Enhanced Creative Specialist

+91-8286851848

India

amiruddinmalik11@gmail.com

Bandra BKC

WORK EXPERIENCE

Senior Graphic Designer

Sopariwala India Pvt. Ltd.

09/2023 - 01/2025

- Led creative direction for Fazlani Nature Nest, Lyla Blanc, and Soex India, handling packaging, marketing collateral, and e-commerce visuals.
- Produced promotional videos and motion graphics that supported new product launches.
- Achievements:** Boosted online engagement for key campaigns and reduced design turnaround time by 20% through AI-assisted workflows.

Senior Graphic Designer

Payed International

04/2021 - 10/2023

- Developed branding guidelines and campaign visuals for clients across multiple global markets.
- Created engaging social media content and promotional videos.
- Achievements:** Increased client retention by delivering consistent, high-quality assets and improved campaign click-through rates with optimized ad creatives.

Graphic Designer & Video Editor

DNIF | Next Gen SIEM

10/2019 - 04/2021

- Designed infographics, presentations, and marketing materials for complex cybersecurity solutions.
- Produced animated explainer videos and webinar visuals to simplify technical concepts.
- Achievements:** Enhanced audience understanding through simplified visual storytelling and created impactful presentation decks that helped secure client demos.

Senior Graphic Designer

Rise IT & Digital Marketing

03/2016 - 01/2019

- Managed design projects for over eight digital marketing clients, creating social media creatives and ad campaigns.
- Achievements:** Helped clients achieve higher engagement by tailoring designs to platform-specific trends and consistently delivered projects on deadline.

Image Editor / Graphic Designer

Shopsense (Fynd)

OBJECTIVE

An imaginative and detail-driven Senior Graphic Designer with over 12 years of experience in branding, visual design, and multimedia content. I have delivered high-impact creative solutions for global brands across a wide range of industries including FMCG, E-commerce, and Healthcare. I specialize in using AI-assisted design tools to produce cutting-edge visuals and have a proven track record of leading rebranding projects, executing digital campaigns, and creating packaging designs that drive business results.

SKILLS

Branding & Identity

Digital Marketing

Video & Motion

Packaging Design

UI/UX Layouts

AI Creative Tools

Microsoft Office

Team leadership

EDUCATION

Bachelor of Science (B.Sc.),
Mumbai University

2010 - 2012

Diploma in Graphic Designing and
Video Editing,
Arena Animation

2012 - 2013

LANGUAGES

English

01/2012 - 05/2016

- Created and optimized product imagery for e-commerce platforms and designed seasonal promotional banners.
- **Achievements:** Contributed to a smoother product listing process by developing an efficient image-editing workflow and increased conversion rates through buyer-psychology-aligned visuals.

Freelance Graphic Designer

- Collaborated with brands like Healthus.ai, Promo Direct, and over 30 e-commerce brands.
- Delivered branding, marketing materials, and AI-assisted creative solutions.
- **Achievements:** Successfully launched new brand identities for startups and provided scalable design templates for long-term use.

TECHNICAL SKILLS

Graphic Design and Branding

- Photoshop
- Illustrator
- InDesign
- Adobe XD

Video & Motion

- Premiere Pro
- After Effects
- CapCut Pro

AI Tools

- Adobe Firefly
- MidJourney
- Canva AI
- ChatGPT

Collaboration

- Trello
- Slack
- Google Workspace

Hindi

Urdu

