

Amnah ali

PROFI
FOLIO

Graphic designer

HEY!

Hey, I am Amnah.

Hello, I'm Amnah Ali – Graphic Designer & Visual Storyteller

I specialize in illustration, branding, and animation, blending design with purpose to craft visuals that speak louder than words. With a flair for storytelling through graphics, I also enjoy bringing concepts to life through light animations and compelling photography.

Whether it's designing for print, digital, or motion, I aim to deliver work that's not only visually striking but also meaningful. Let's create something amazing together!



EDUCATION

GRAPHIC DESIGNING

BAHAUDDIN ZAKARIYA UNIVERSITY

Multan Collage of Arts

2023 - 2027

I'm currently pursuing a BS in Graphic Design from BZU Multan, College of Arts, where I've been able to refine my creative vision and technical skills in a professional academic environment. My time here has not only strengthened my foundation in design principles but also allowed me to explore and experiment with various mediums — from digital illustration to animation and photography

DESIGNING

Design & Creative Tools I Work With:

- Adobe Illustrator – Expert in vector illustrations, logo design, and branding
- Adobe Photoshop – Skilled in photo manipulation, digital painting, and layout design
- Adobe Animate – Capable of creating smooth, interactive animations and motion graphics
- Adobe Dimension – Experienced in 3D mockups and product visualization
- Lightroom – Efficient in photo editing, color correction, and enhancing visual tone
- Figma – Proficient in UI/UX design, wireframing, and interactive prototyping
- Blender – Hands-on experience in basic 3D modeling

PROJECTS

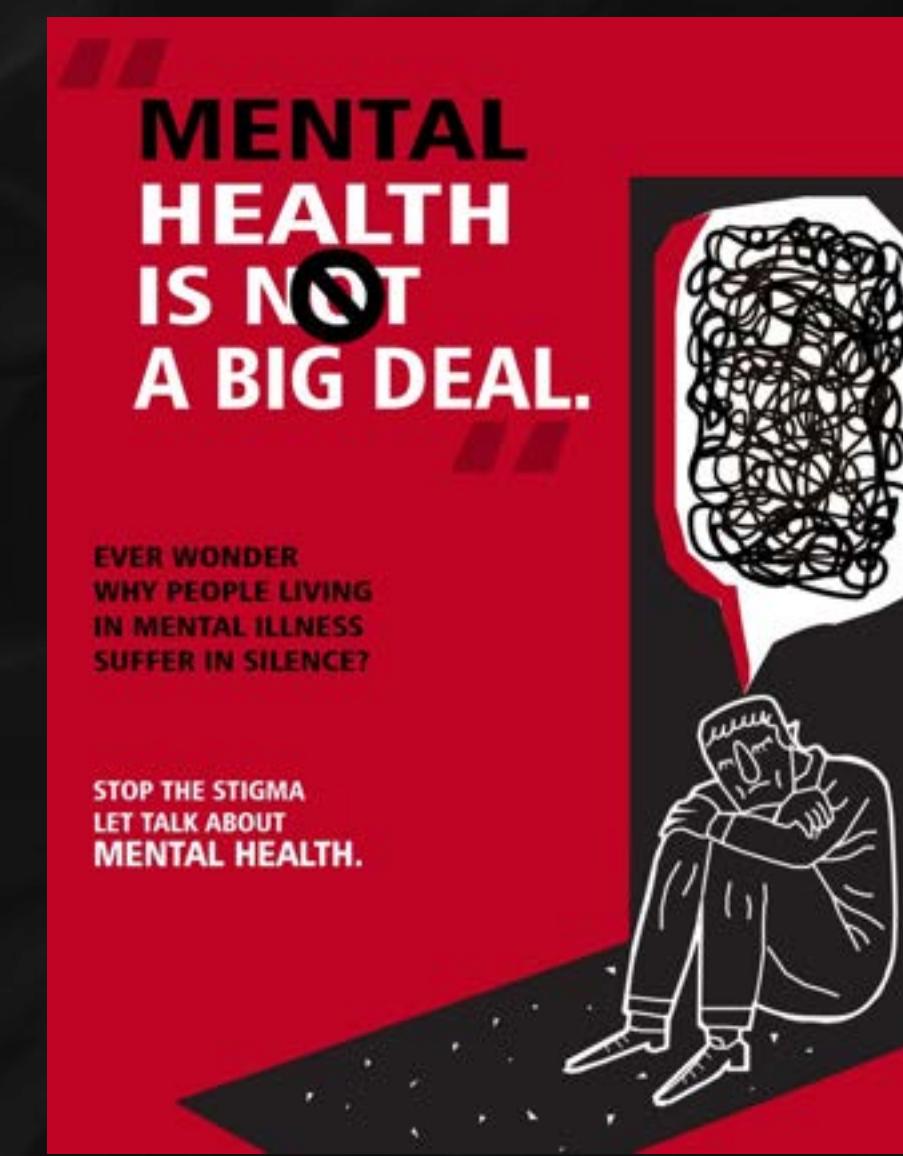
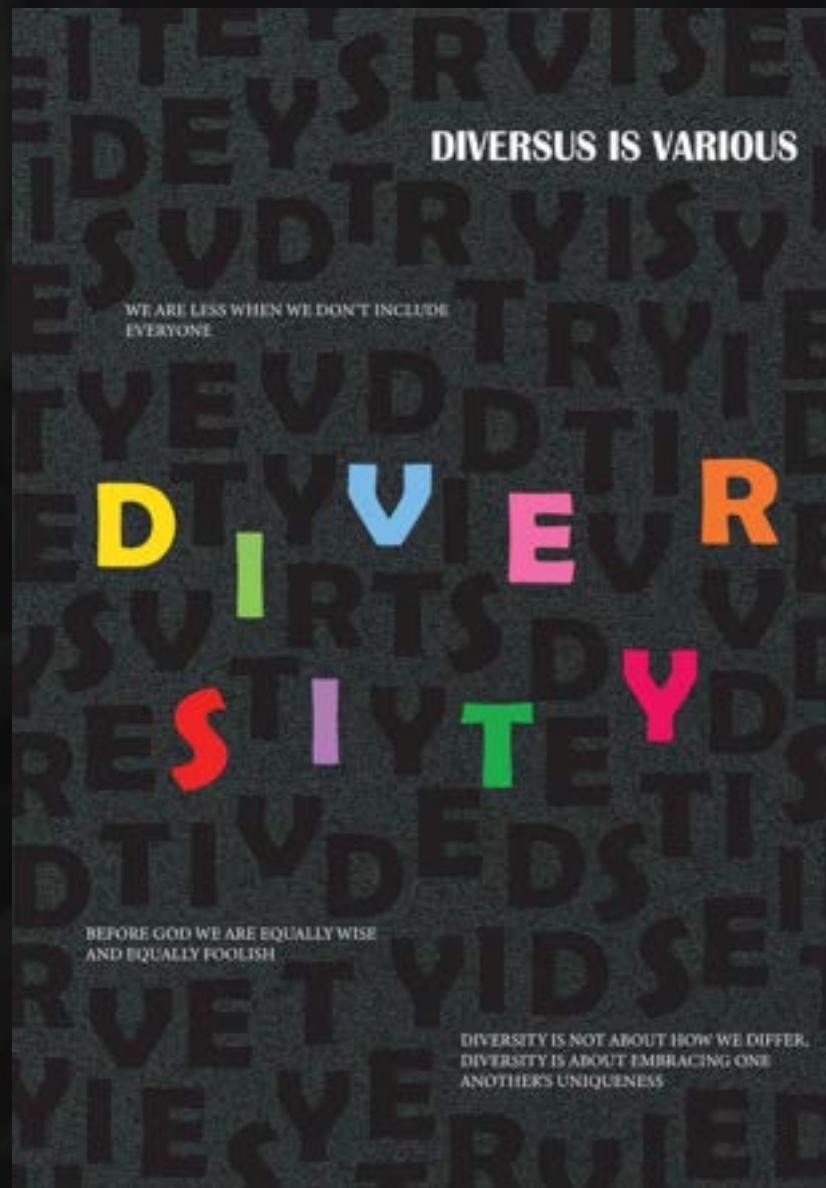
MY WORK SINCE PAST FEW
YEARS



POSTERS

Posters are one of my favorite mediums to blend art, typography, and storytelling. Each design I create is crafted with purpose — whether it's for an event, campaign, or concept. I focus on strong visual hierarchy, striking color combinations, and clear messaging to grab attention and leave a lasting impression







Web Details

INTRO

TONE OF VOICE

LOGO SUITS

COLOR

TYPOGRAPHY

VISUAL ELEMENTS

POSTERS

HEADING TEXT

SUBHEADING TEXT

TYPOGRAPHY

Color palette: Using similar font families for both headings and subheadings keeps the design cohesive.

Readability: Bold and large headings grab attention, while slightly smaller subheadings provide context.

Visual Hierarchy: The contrast between headings and subheadings makes navigation intuitive.

AaBb CcDd

**ABCDEFIGHJKLMNO
PQRSTU VWXYZ**

**a b c d e f g h i j k l m n o
p q r s t u v w x y z**

**1234567890@!#&%^*()[]
[;:;'^^..?/**

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VISUAL ELEMENTS

LAYOUTS

MOCK UPS & PATTERNS

SHIRT MOCK UP

MUG MOCK UP

ASSETS

Visual Elements:

Style:

Purposes:

Consistency:

RATIONALS

for branding and its details

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SECONDARY LOGO

Design:

The secondary logo in the shared interface appears to be a compact version or icon-only version of the primary logo.

Usage Context:

It likely features just the colorful circular emblem without the accompanying "Skillshare" text.

Usage Content:

Typically used in places where space is limited, such as:

- Mobile headers or footers;
- Social media profile pictures, or app icons;
- Watermarks or branding within content.

Visual Identity:

Maintains the same color palette and style as the primary logo, ensuring brand consistency.

Icon: The icon itself is visually distinct enough to represent the brand without the text.

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LOGO FONT

Font Style:

The logo text appears to use a bold, modern sans-serif font. The font is clean, rounded, and geometric, conveying a sense of simplicity and modernity.

Font Characteristics:

Bold Weight: Makes the logo stand out and gives it a confident and strong presence.

Round Edges: The slightly rounded font style gives a friendly and approachable vibe.

Capital Letters: The use of uppercase font adds a sense of stability and professionalism.

Visual Impact:

The typography complements the playful and vibrant icon, balancing between being professional and creative. The boldness ensures that the brand name remains clear and readable, even when scaled down.

AABB CCDD

**ABCDEF GHIJKL
JKLMNOPQR
STUVWXYZ**

**1234567890
!@#%^*()[]
[;:;'^^..?/**

TYPOGRAPHY

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PRIMARY LOGO

Design:

The logo consists of a circular emblem with a colorful gradient filled icon that resembles a stylized "S" or a crossroads, symbolizing "Skillshare" or skill swapping.

Color Scheme:

Uses elegant, gradient colors that match the website's modern and lively aesthetic.

Typeface:

Accompanied by the word "Skillshare" written in a bold, modern font. The text is clean and minimal, balancing well with the colorful emblem.

Placement:

This position makes it easily noticeable and accessible, aligning with user expectations.

SKILLSHARE

SKILLSHARE

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PRIMARY COLORS

DARK TEAL

HEX: (#00829F)

Used as the background color for the header and navigation.

PURPLE TO BLUE

HEX: (#006291 to #47C0FF)

Used for the logo, buttons, and primary visual elements.

WHITE

HEX: (#FFFFFF)

Used for text, icons, and contrast against dark backgrounds. Enhances readability and clarity.

BLACK

HEX: (#000000)

Used for text, icons, and contrast against dark backgrounds. Enhances readability and highlighting visual elements.

COLOR PALETTE

These colors dominate the overall look of the website and are mainly used in headers, buttons, and primary visual elements.

SECONDARY COLORS

PASTEL PINK

HEX: (#FFB6C1)

Used for various UI components to create a significant use of color without appearing overwhelming.

SOFT YELLOW

HEX: (#FFF9A8)

Used for various UI components to create a significant use of color without appearing overwhelming.

DUTCH WHITE

HEX: (#FFFFE0)

Used for various UI components to create a significant use of color without appearing overwhelming.

LIGHT PURPLE

HEX: (#F0E6FF)

Used for various UI components to create a significant use of color without appearing overwhelming.

LIGHT BLUE

HEX: (#B2EBF2)

Used for various UI components to create a significant use of color without appearing overwhelming.

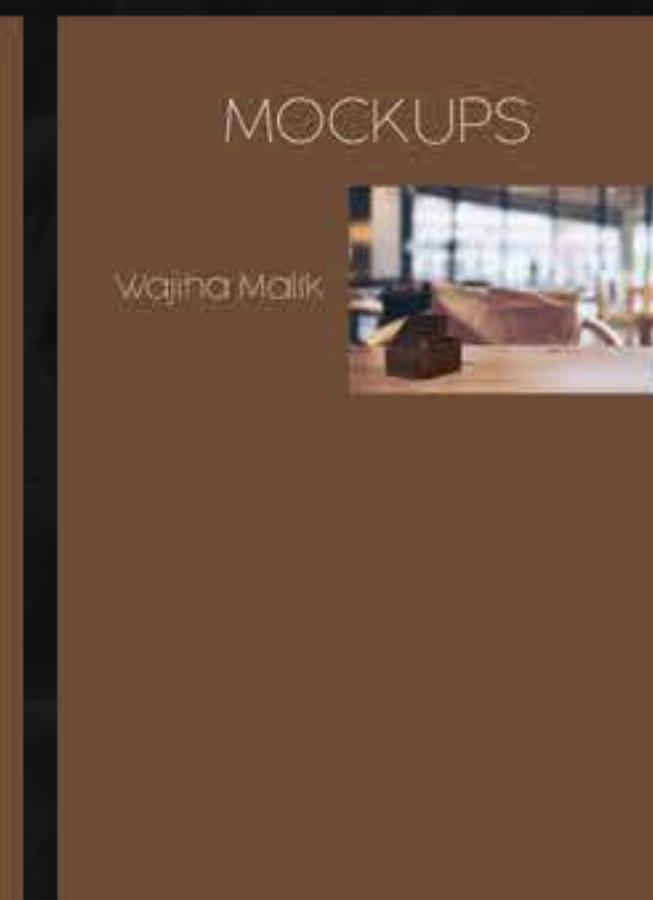
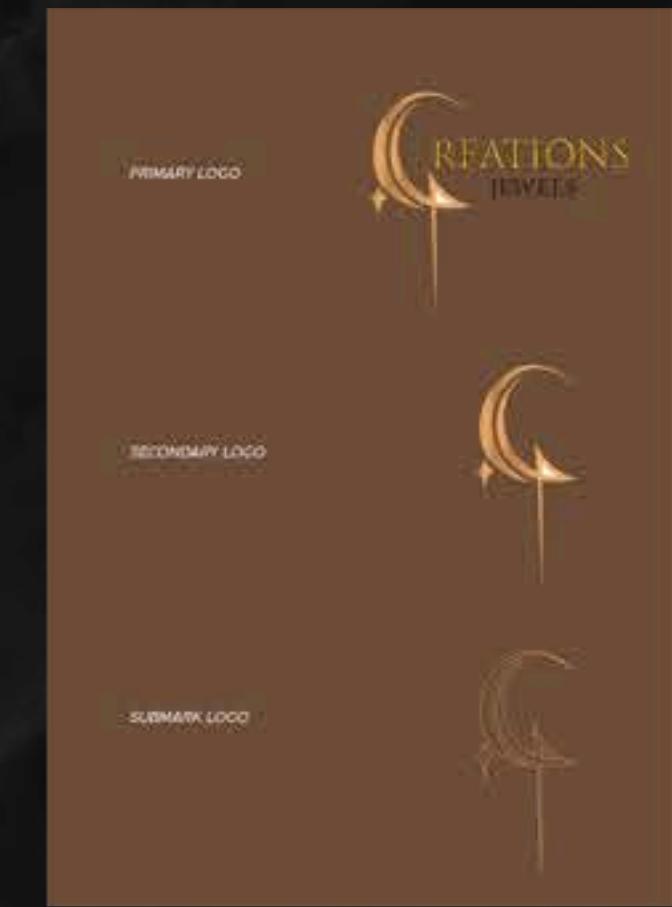
PASTEL GREEN

HEX: (#A9F5E0)

Used for various UI components to create a significant use of color without appearing overwhelming.

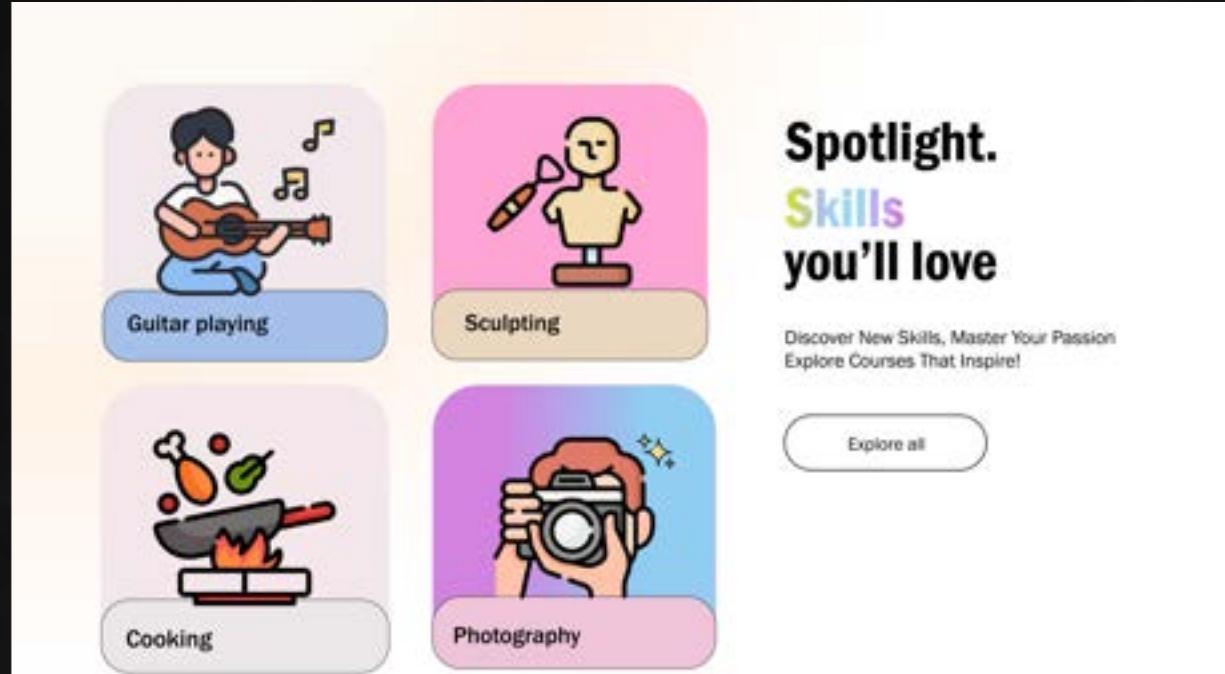
COLOR PALETTE

These colors complement the primary palette and are used for illustrations, accent elements, and backgrounds.



UX INTERFACES

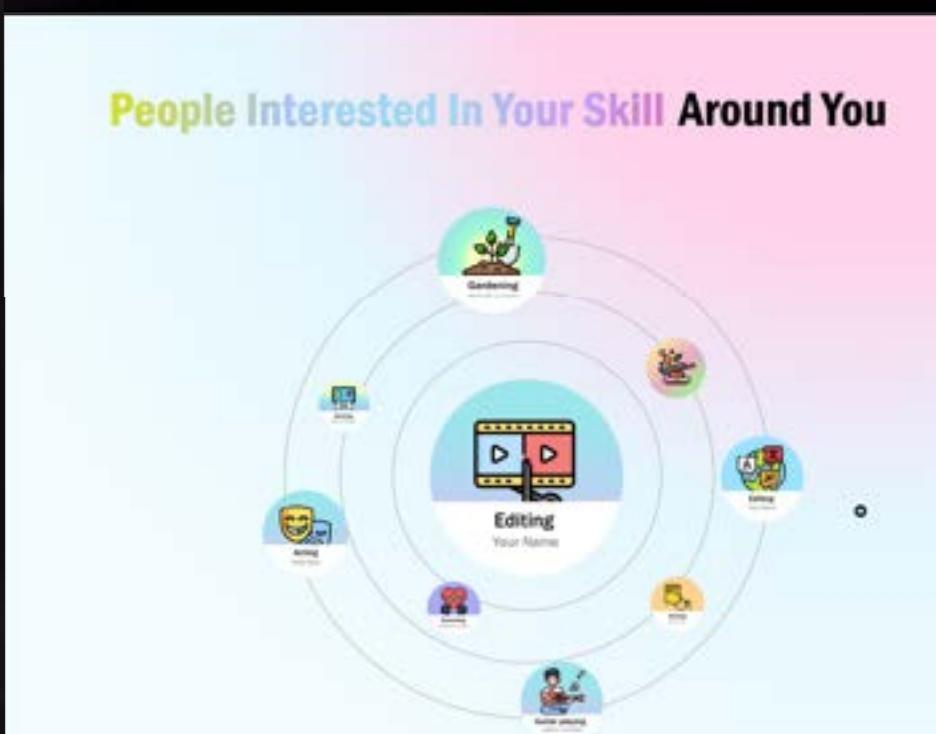
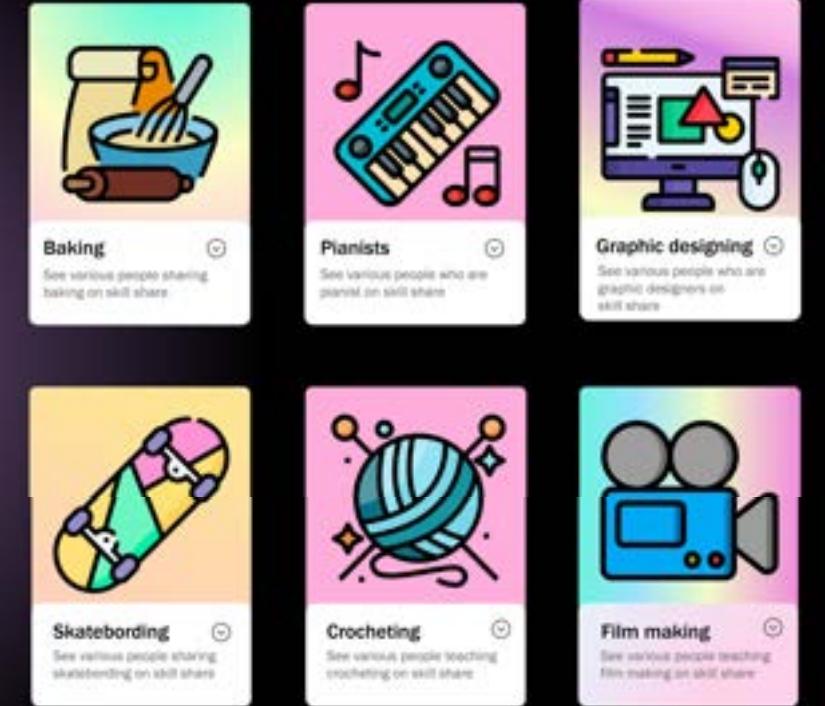
website interface



A screenshot of the "Top Skillshare Users" section. It shows a grid of nine user profiles with their names, titles, and recent activity scores. The users are: 1. Khuraam Ahmad (Graphic designer, +10), 2. Azin Javaid (Photographer, +8), 3. Yaseemeen Nasir (Make-up artist, +8), 4. Sarah Wilson (Film maker, +6), 5. Aaliyaan Bukhari (Painter, +6), 6. Riaaz Ali Ahmad (Skater, +6), 7. Annas Kabeer (Editor, +6), 8. Jaquleen Chughtai (Cook, +4), and 9. Adina Aramaa (Knitter, +4). A "This Week" button is in the top right corner.

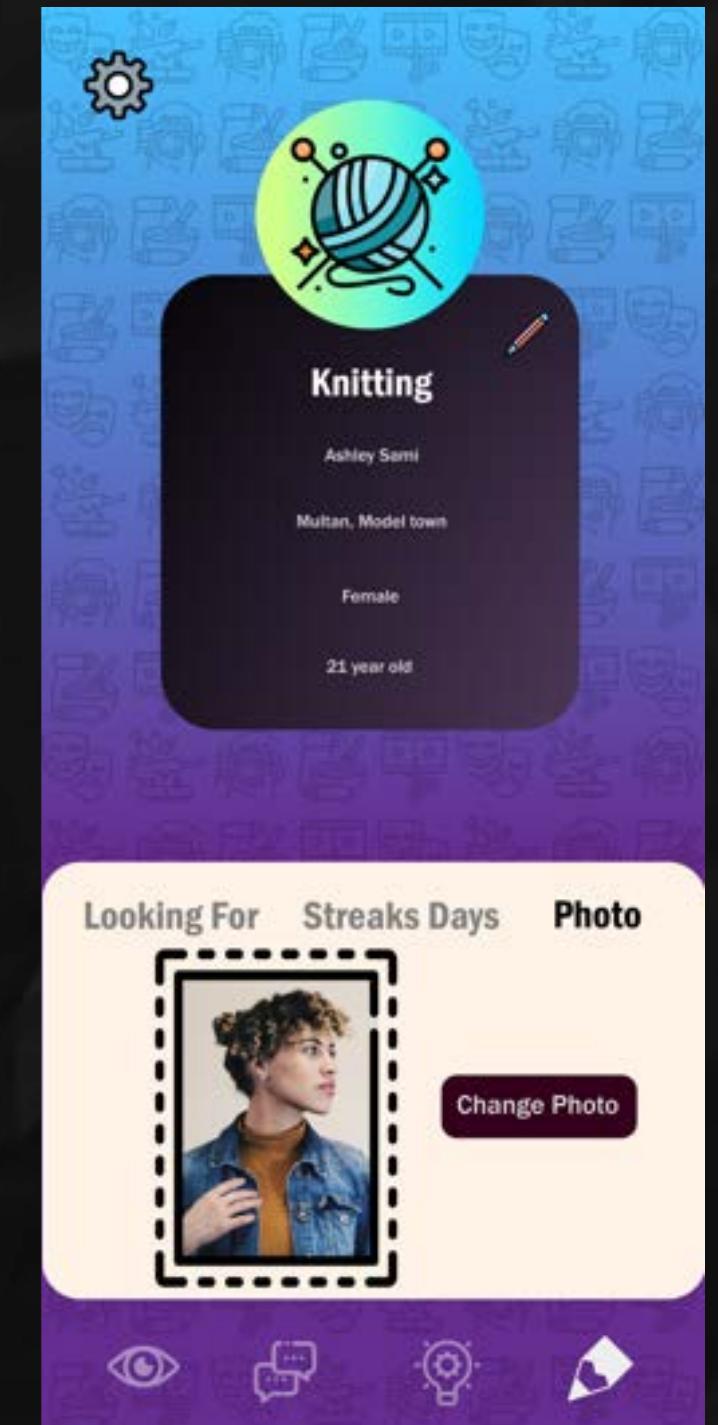
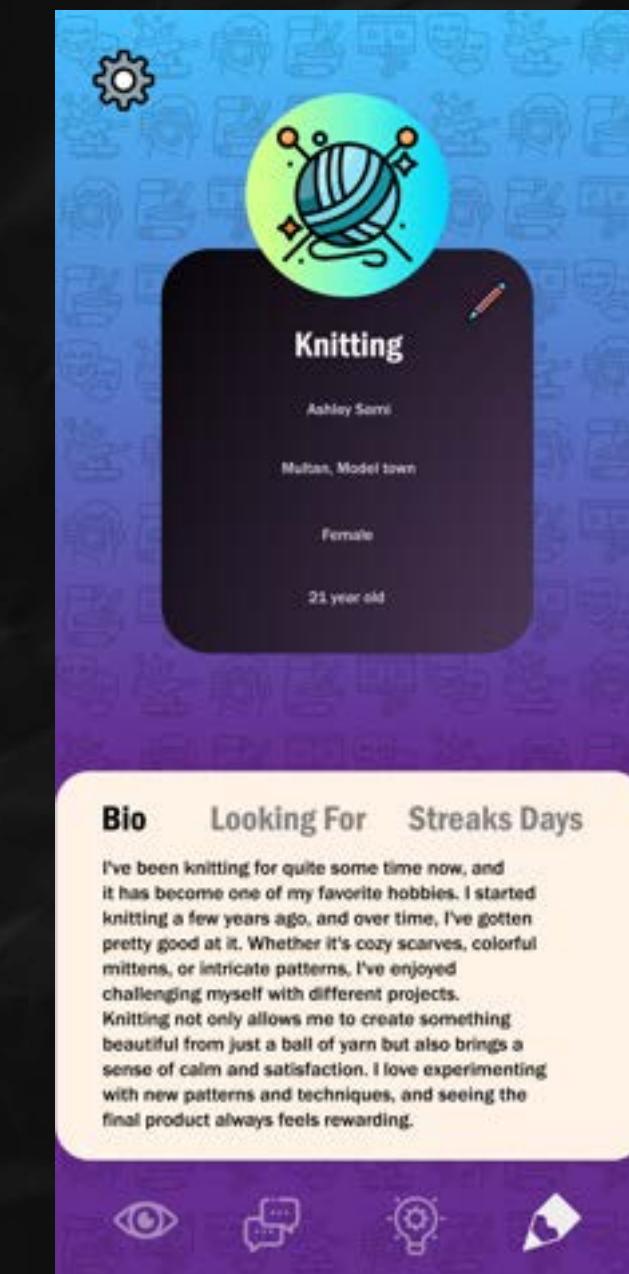
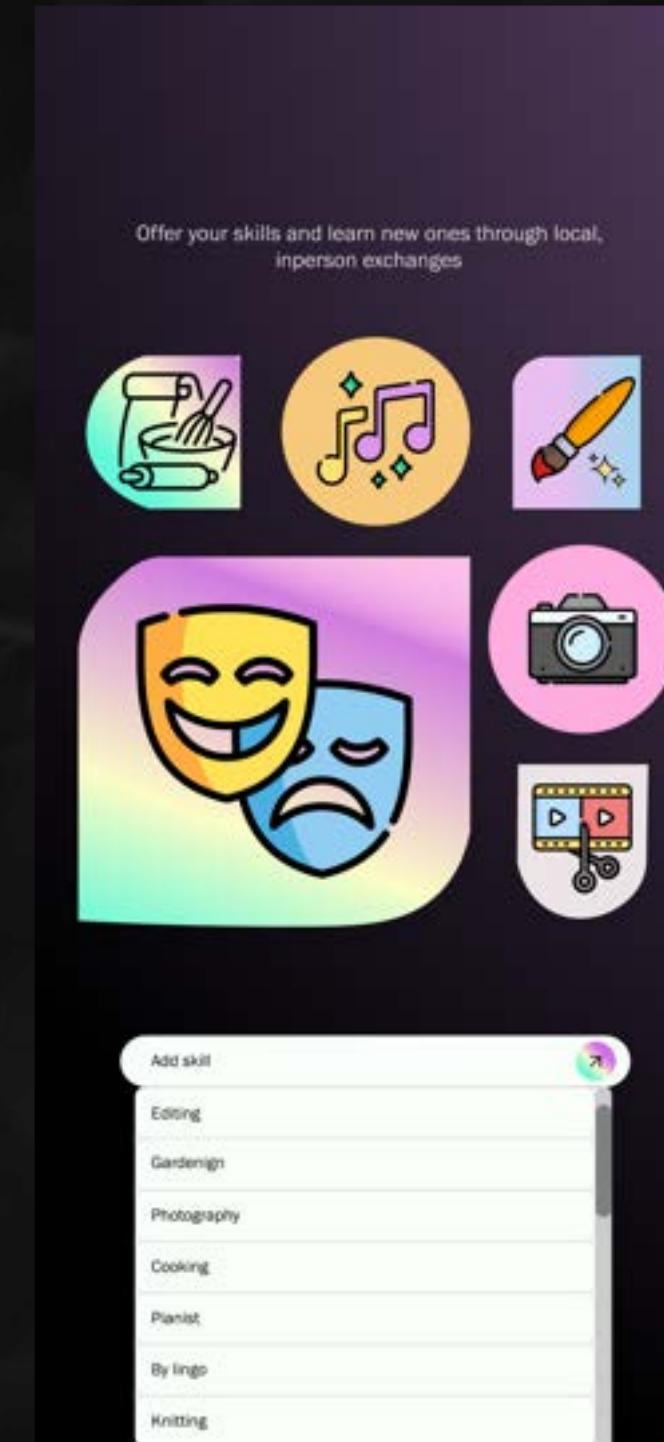
The footer of the website includes links for Abouts (About, Terms, Help, Differences) and Links (Blog, Affiliate, Authors, Contributors). It also features a "Get More Updates" section with a "Your email" input field and a "I'm in" button. A small note encourages users to join the mailing list for updates.

Explore more skills

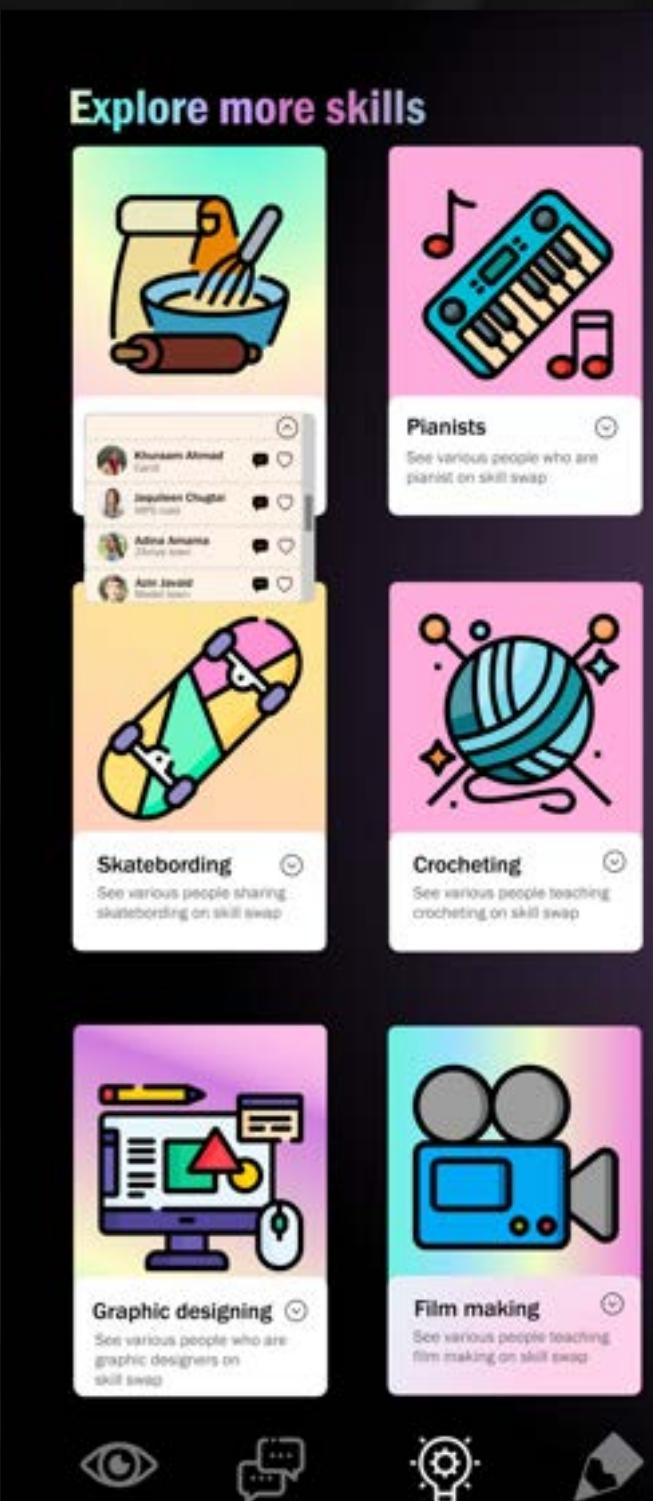
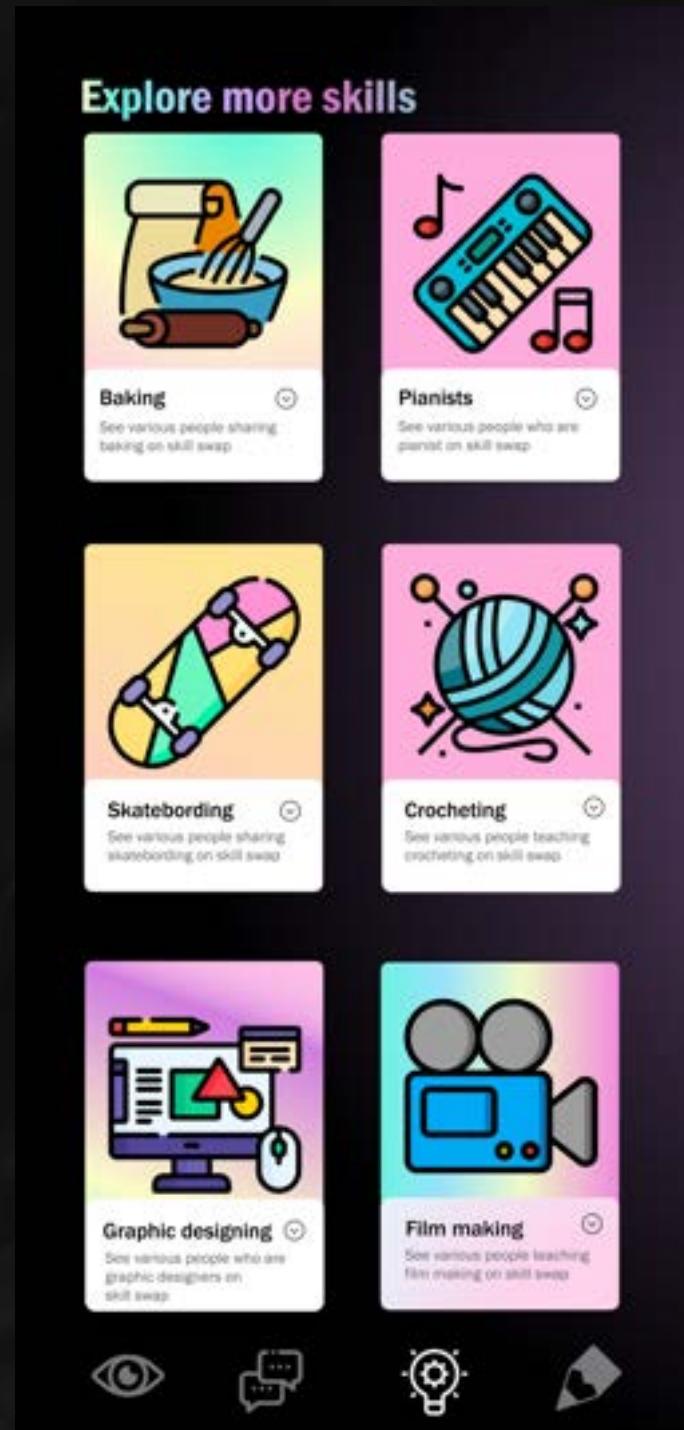
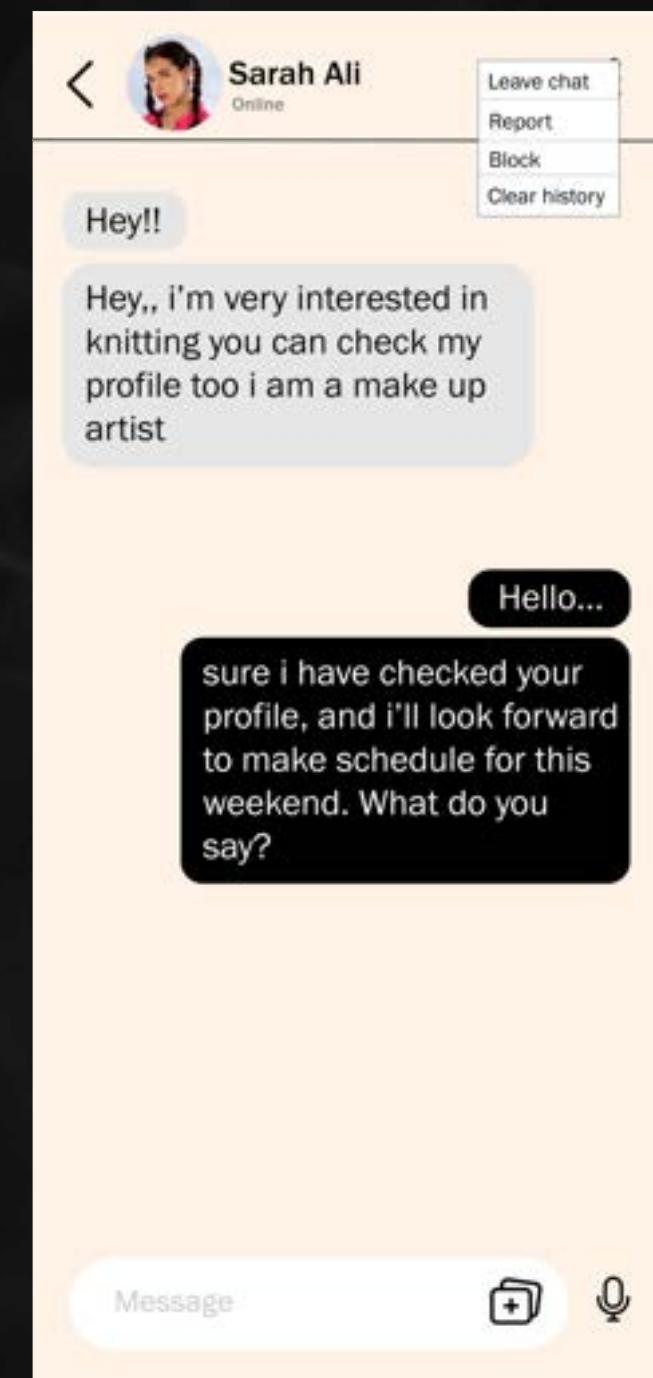
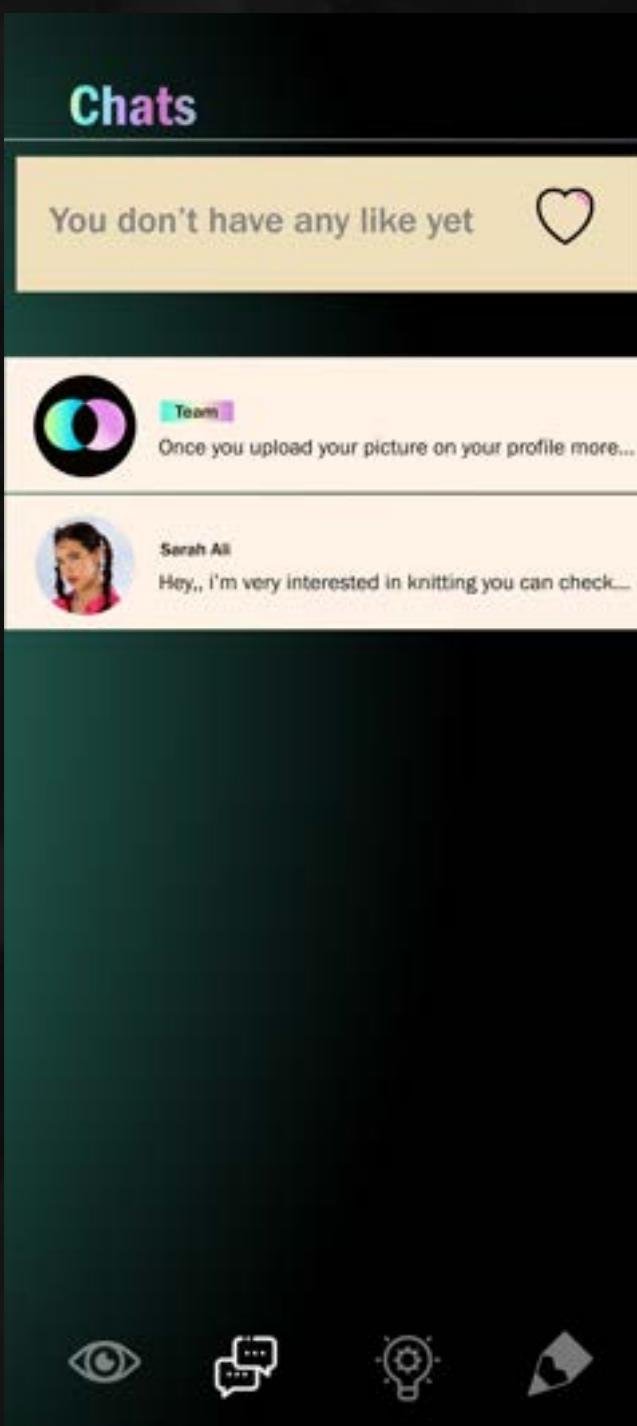
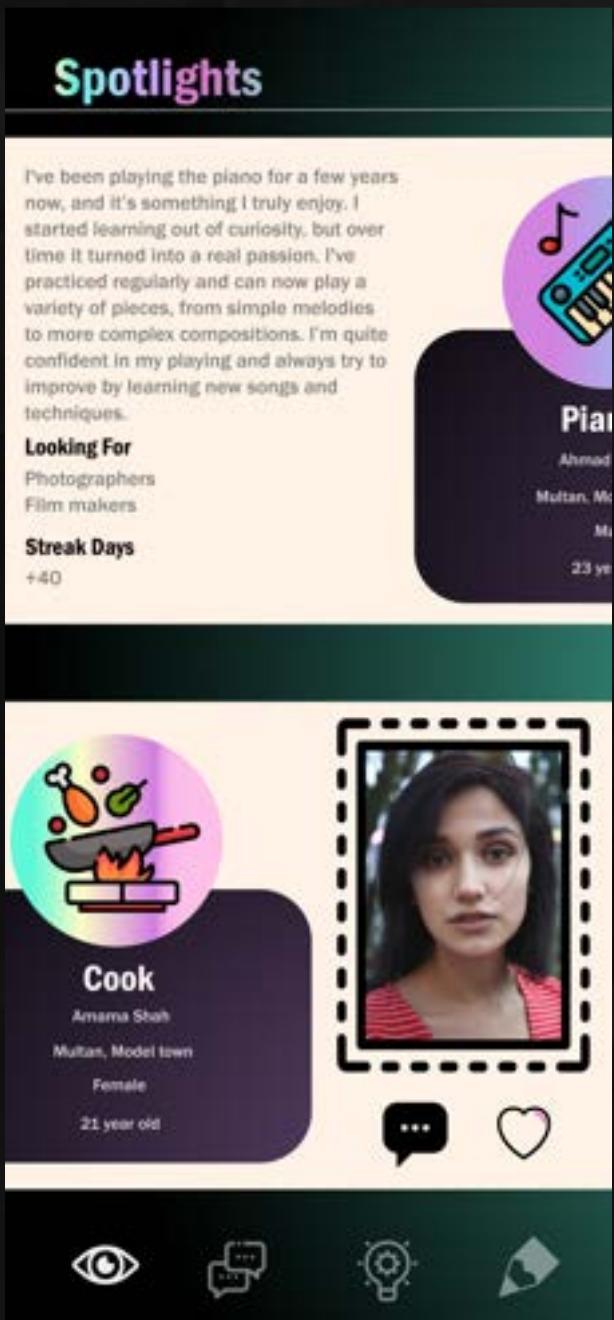


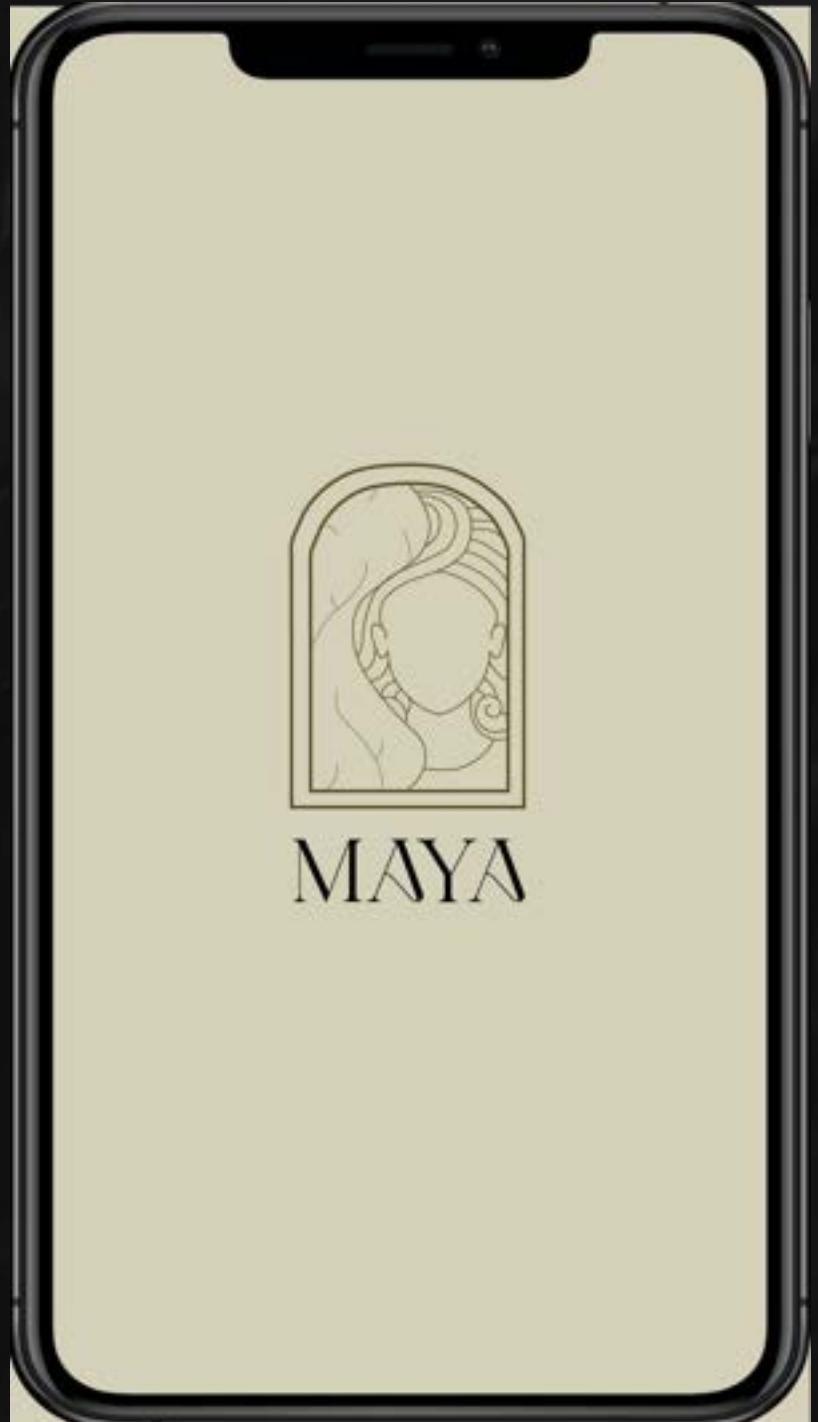
App interfaces

this app is the application for the previous website as for swapping skills with out money

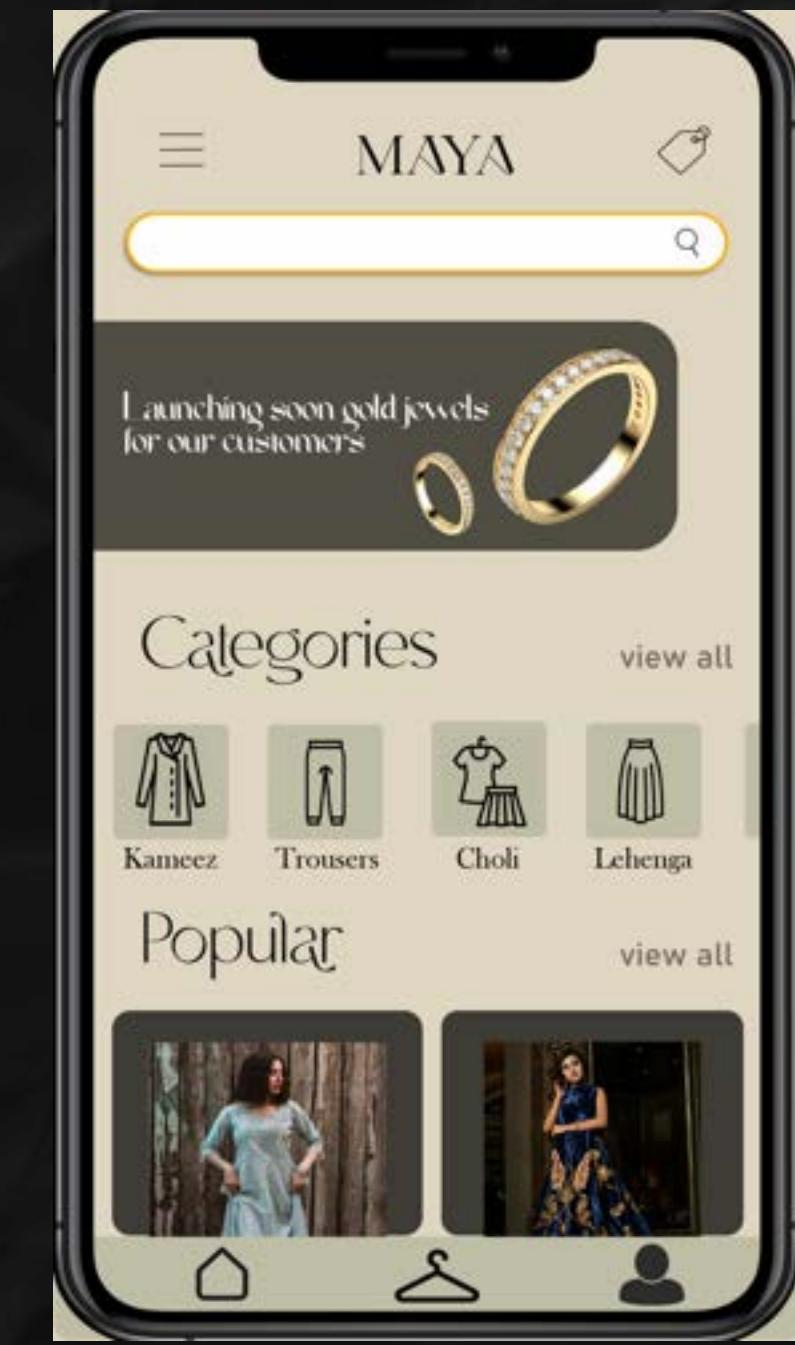


continuity with the previous interface



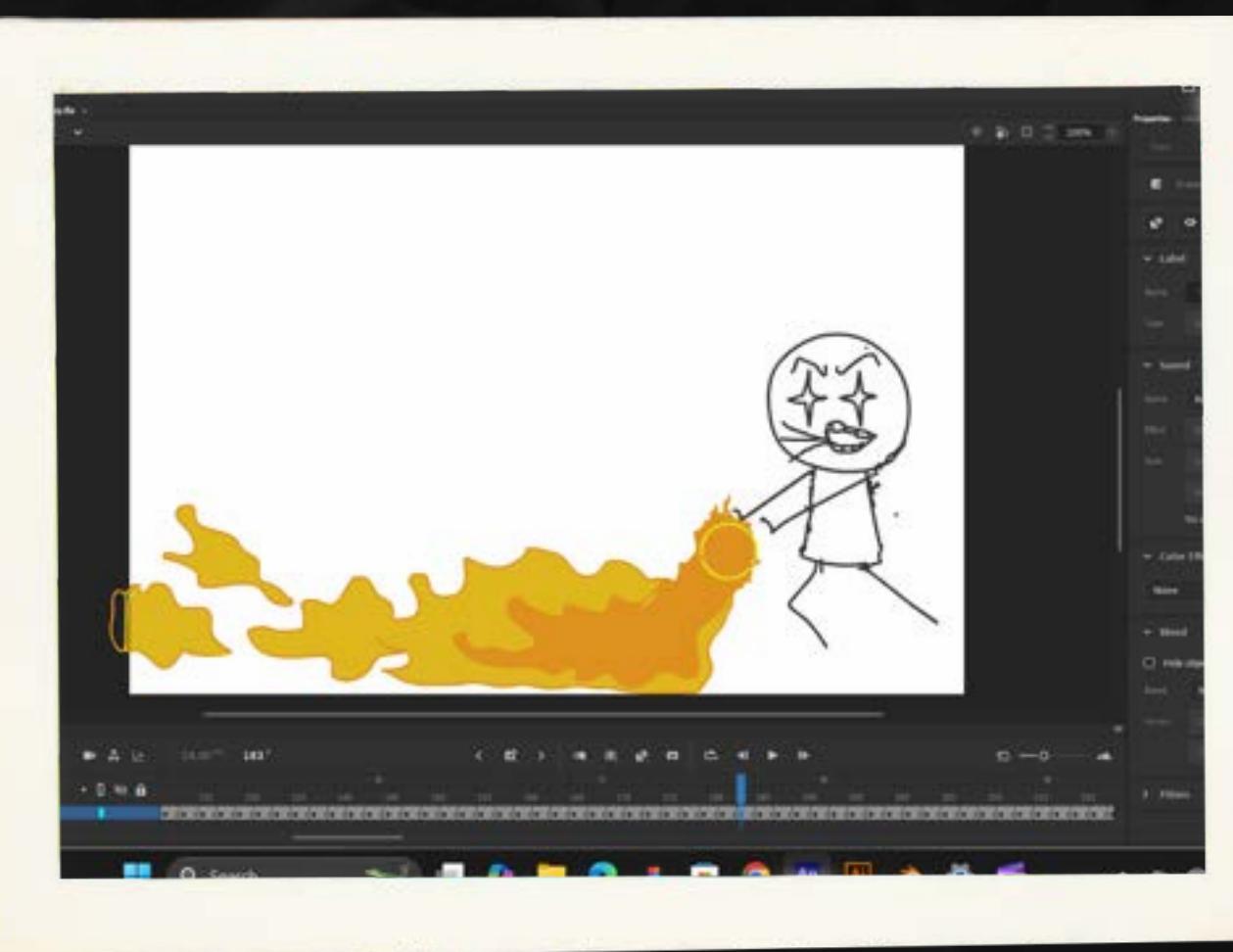
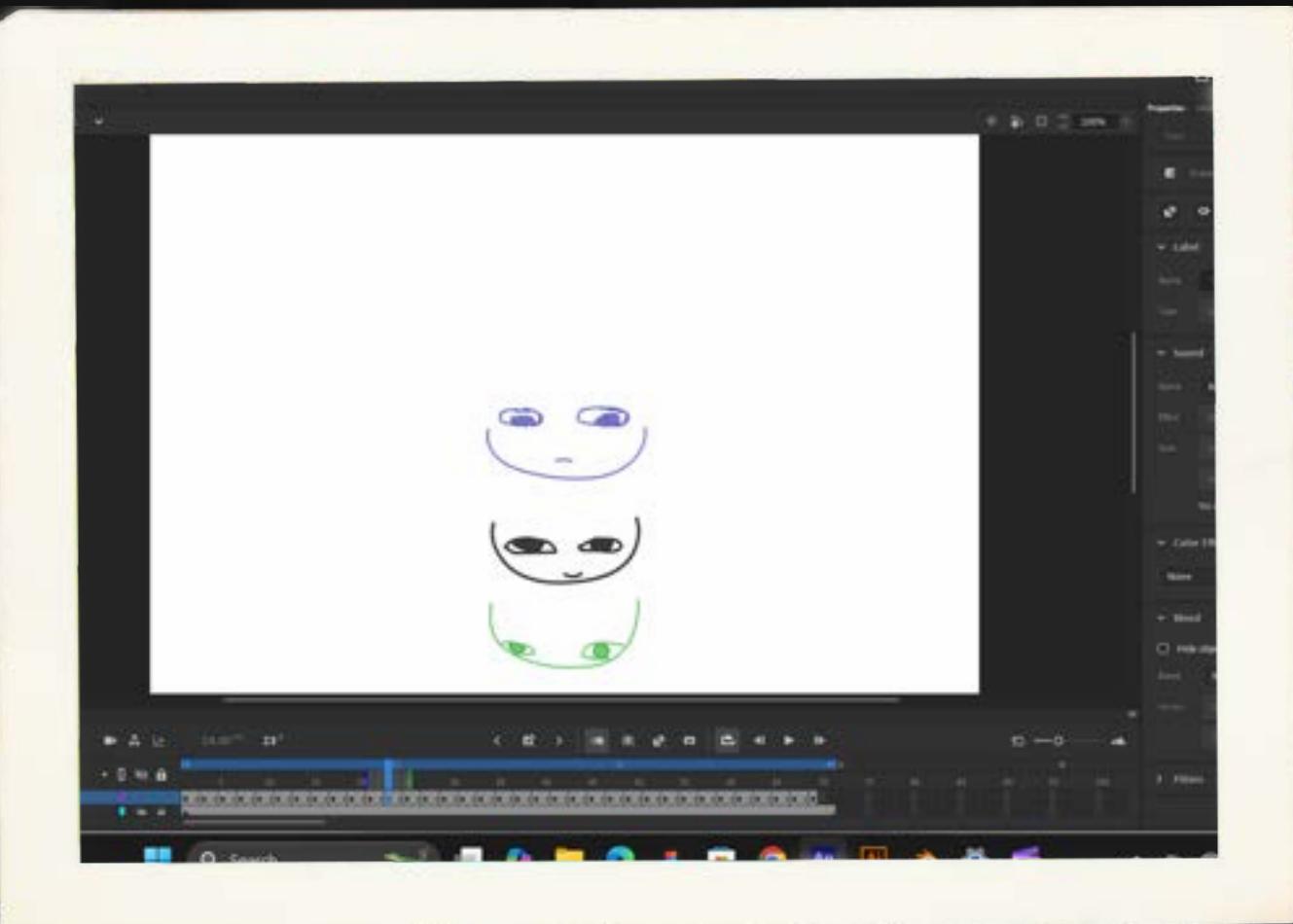
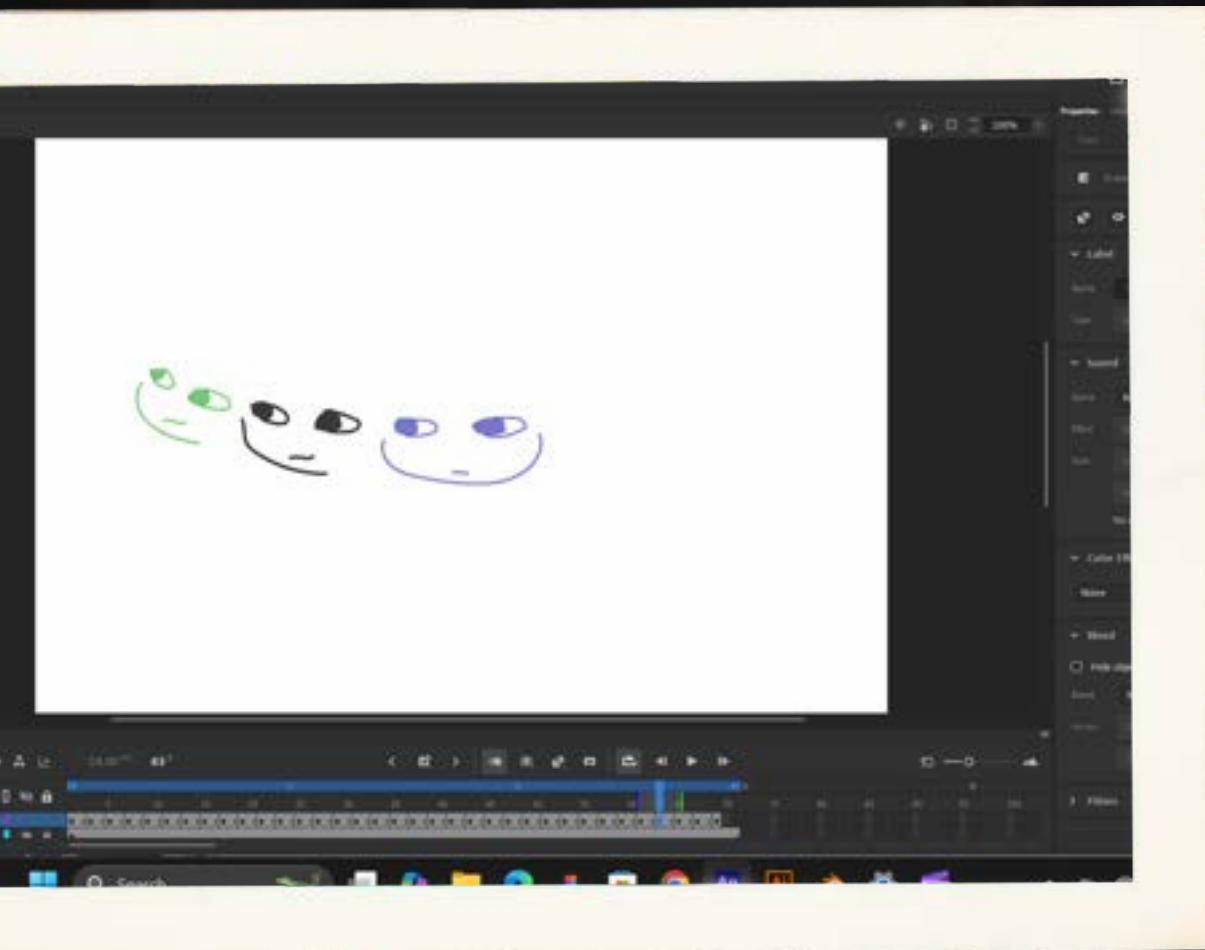


this app interface is for rental dress for putting your own dresses or renting out others dresses



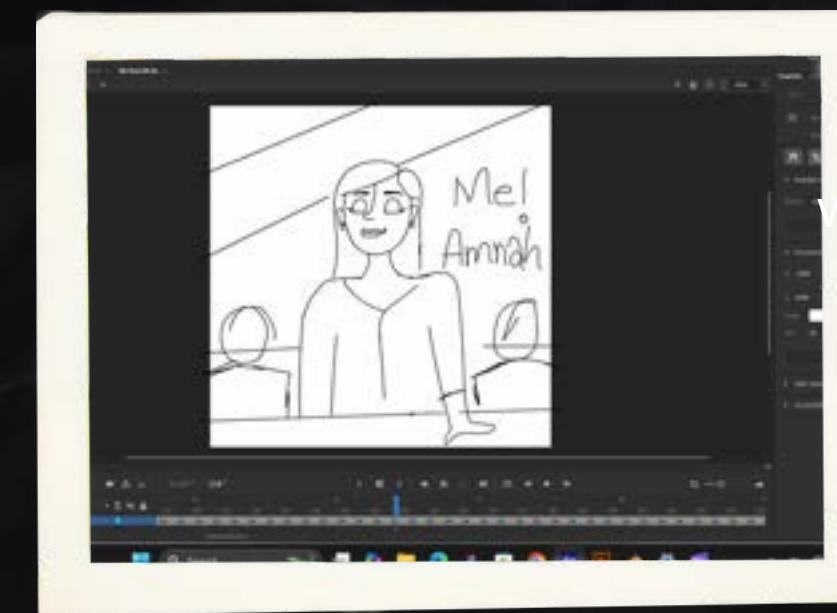
ANIMATION

line animation is an super easy work for me as i have aced my exams already with my work





Frame by frame animation





WOR K WITH ME?

Collaborating with someone who's creative, reliable, and fully committed to turning ideas into impactful visuals."



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