

KHURRAM MEHBOOB

EDUCATION BACKGROUND



2008 — 2009

MATRICULATION

- Computer Science
- Beaconhouse School System



2010 — 2011

FSc PRE- ENGINEERING

- Higher Secondary School Certificate
- Punjab Group of Colleges



2012 — 2016

B.A (HONS)

- Computer Arts & Multimedia Design
- Foundation University Irb



PORTFOLIO

www.artstation.com/khurrammehboob3

MAJOR PROJECTS

1. **Cheezious Fastfood Joint**
(Social Media Manager) - 2017-2019
Managed and Maintained the social Media presence of Cheezious for 2 years
2. **MySouq Socio - E-commerce**
(Advertisement Creatives) - 2024-2025
Took lead in Creative, innovative Web and Social Media Ad creatives for a socio ecommerce Site & App.
3. **CGI Advertisements**
(3D CGI Ads) - Freelance
Took active part in CGI Adverts for multiple companies worldwide.

PROFILE

Gender: Male

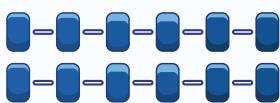
Nationality: Pakistani

Residency: Riyadh, KSA

Iqama No: 2608793317

D.O.B: 1st April, 1992

English



Urdu



SKILL SET



Concept Art

Illustrations

3D Modeling - CGI Ads

UI / UX

Graphic Design

2D Animation

Video Editing

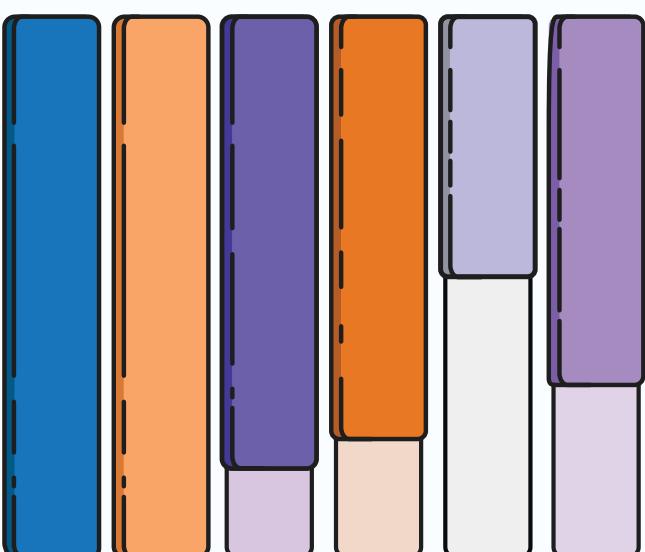


PROFESSIONAL PROFILE

	Communication	75%	<div style="width: 75%; background-color: red;"></div>
	Team Player	95%	<div style="width: 95%; background-color: purple;"></div>
	Management	90%	<div style="width: 90%; background-color: green;"></div>
	Social Bee	65%	<div style="width: 65%; background-color: blue;"></div>

- Excellent team collaboration and time management.
- Ability to lead and organize teams.
- Quick Learner and Adaptability to environment.
- Exceptional skills in utilizing images, typography, illustrations and 3D modeling.

TOOLS IM GOOD AT



MY EXPERIENCES

Sr. Graphics and UI / UX Designer

2024 - 2025 | AIMasar AlRaeed (MySouq) - Remote

1. Worked on one of the products known as "MySouq" for a Saudi Jeddah Based organization..
 2. Initiating the Ad creatives for Marketing of the app which were to be uploaded on meta ads on all the platforms.
 3. Made the UI/UX for pre-Launch Promotion Micro site, Also lead the UI of the main site's responsive layout along web, app, and mobile.
 4. Created an Animated Powerpoint Pitch Presentation, which onboarded the investors and shareholders, prior to launch.
- | | | | | | |
|--------------------------|--------------------|-------------------|----------------|-------|--------------|
| • Provided Services in : | 2D Motion Graphics | In-App Animations | Graphic Design | UI/UX | Ad Creatives |
| • Softwares Used: | Photoshop | Illustrator | After Effects | Figma | |

Sr. Marketing Executive

2024 - 2024 | Zoya Healthcare & Welbeing Center (U.A.E)

1. Worked in Marketing Team, Fully engaged in Designing the Ad Creatives, both video and print media.
 2. Communicating with clientele and recording their testimonial videos for social media.
 3. Managing the Ad flows and regions including the allotment of advertisements on meta.
 4. Communicating with vendors and service providers ensuring timely deliverance of materials essential for Resort's operations.
- | | | | | |
|--------------------------|--------------------|-------------|----------------|------------------------|
| • Provided Services in : | 2D Motion Graphics | Videography | Graphic Design | Social Media Marketing |
| • Softwares Used: | Photoshop | Illustrator | After Effects | Premiere Pro |

Media And Design Specialist (Consultant)

2022-2024 | Asian Development Bank

1. Covering workshops and official events which were then made into short cinematics for Japan HQ.
 2. Creating infographics of large scale geo-Mapping Data collected from all Provinces into easy to understand infographics.
 3. Making animated and understandable presentations of reports compiled from Remote-Sensing data.
 4. Using AI to create engaging visuals and content for Pakistan Food Security Information System.
 5. Directing entire UI / UX of the Web Portal designed to manage and visualize crop data gathered across Pakistan and identify stress and yield for the entire crop sector of Pakistan known as Pakistan Food Security Information System (PFSIS) for the Ministry of National Food Security Research (MNFSSR).
- | | | | | | | | |
|--------------------------|-------------|----------------------|---------------|--------------|--------------|--------------|-------------|
| • Provided Services in : | Photography | Presentation Designs | Documentary | Web Design | News letters | Infographics | Prototyping |
| • Softwares Used: | Photoshop | Adobe Illustrator | After Effects | Premiere Pro | Powerpoint | Dall-E | Adobe XD |

2D & 3D Game Artist

2021 - 2022 | Spartans Global

1. Made 2D Game Environments and props which were then implemented in Games.
2. Creating engaging marketing content for the ASO and adverts.
3. Designing plans for the environments and challenges for the players.
4. Directly worked on the following games : 'Rush to Crush' & 'SlingKing'.



Sky Evasion
Jet Fighter Plane Game
Launched my First Game on Playstore.

- | | | | | | | |
|--------------------------|---------------------|-------------|---------------|-------------|-------------------|------------------|
| • Provided Services in : | 2D Digital painting | CGI Arts | Level Design | Game Assets | Marketing visuals | SM Illustrations |
| • Softwares Used: | Photoshop | Illustrator | After Effects | Cinema 4D | | |

Animation Dept. Assistant Manager

2020 - 2021 | Immentia S.M.C

1. Managing Team of Animators and encouraging team learning with challenges to enhance skills.
 2. Managing inhouse marketing content and in app animations.
 3. Meeting with clients and gathering client Brief and directing the task periodically with the team ensuring efficient workflow within time frame.
 4. shooting videos in greenscreen and implementing VFX and editing the videos for the applications and social media content.
- | | | | | | |
|--------------------------|--------------------|---------------|---------------|--------------|-------------------|
| • Provided Services in : | 2D Motion Graphics | Video Editing | 3D Animations | Video Shoots | In-App Animations |
| • Softwares Used: | Photoshop | Illustrator | After Effects | Cinema 4D | Premiere Pro |

Media & Communication Executive

2019 - 2020 | TeleTaleem

1. Managing and Designing the Branding designs for both print and digital media, Brochures, Banners, Newspaper Ads, Web Banners.
 2. Drawing quick storyboarding and after preview Animating Walkthrough / Tutorial Motion Graphics.
- | | | | | | |
|--------------------------|--------------------|---------------|---------------|--------------|-------------------------------|
| • Provided Services in : | 2D Motion Graphics | Video Editing | Video Shoots | Branding Kit | Print & Digital Advertisement |
| • Softwares Used: | Photoshop | Illustrator | After Effects | Corel Draw | Premiere Pro |

Jr Designer - Team Lead

2016 - 2019 | Xdynamix Media Communication

1. Junior Experiences lead me from being a rookie to a team lead, Where I managed tasks and aiding the team of designers and illustrators.
2. Creative eccentric ad creatives for products and chains that went viral.
3. Managed Social Media Post Creatives as part of my daily tasks.

- | | | | | |
|--------------------------|--------------------|------------------------|-----------------------|-------------------|
| • Provided Services in : | 2D Motion Graphics | Social Media creatives | Digital illustrations | Graphic Designing |
| • Softwares Used: | Photoshop | Illustrator | After Effects | |