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**PROFESSIONAL EXPERIENCE**

**2021 - till present does freelancing as a Graphic Designer**

**Sr Graphic Designer, 2018 - 2020**

**ALL LED Ltd., Ruislip, London**

**Conceptualized and developed tactile digital/traditional marketing campaigns and content. Designed and created magazine covers, product packaging, advertising brochures, and data specification sheets while managing photography. Produced training resources and presented workshops aimed at educating personnel on product launches.**

**wEnhanced competitive edge by researching and forecasting industry  
and market trends to inform decisions.**

**wBoosted project effectiveness by originating innovative workflows.**

**Graphic Designer, 2014 - 2018**

**Minuteman Press Wembley | Prontaprint, London, UK**

**Created marketing and advertising campaigns while communicating with clients to gain in-depth understanding of requirements while advising on relevant ideas and artwork. Established design plan, conceptualized ideas,**

**and executed projects. Proofread, edited, and produced final design while ensuring quality, print readiness, and alignment with client specifications. Printed high quality designs.**

**wIncreased client business development by advancing brand awareness marketing strategies through traditional, digital and social medias.**

**Graphic Designer, 2011 - 2013**

**VIVA GOA Lifestyle Magazine, Goa, India**

**Directed graphic design function to provide brand development and consultations. Designed high quality visuals, artwork, and digital illustrations. Determined project scope, defined/managed budgets, and regulated timelines. Collaborated with key business members to craft magazine layouts.**

**wEnhanced project efficiency and customer satisfaction by driving design team to meet deadlines.**

**wBoosted company reputation by providing extensive colour management and proofreading in alignment with corporate policies and procedures.**

**ADDITIONAL EXPERIENCE**

**Graphic Designer, Unicom Graphics, Bahrain**

**Graphic Designer, Imagination Print Press, Bahrain**

**Graphic Designer, Quest Advertising, India**