Shahrukh Ahmed

Graphic Designer | UI/UX Designer

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📍 Lahore, Pakistan

A Senior Creative Designer with over 6 years of experience creating impactful design solutions for clients across the globe. I specialize in transforming brand visions into powerful visual stories through branding, UI and UX, and digital design. From fashion and hospitality to real estate and SaaS, I have delivered standout designs that not only impress but deliver measurable results. I thrive in client-facing roles, collaborating closely to understand goals and translate them into visuals that elevate brand presence, increase engagement, and improve user experience.

Work Experience

Senior Creative Designer

S4 Digital, Lahore | September 2024 - Present

- Designed case studies that turned complex projects into compelling visual narratives.
- Created scroll-stopping social media graphics that boosted engagement across LinkedIn and Instagram.
- Produced crisp explainer videos and animations to support marketing and product education.
- Delivered clean, conversion-friendly web UI designs tailored to business needs.
- Designed branded eBooks and brochures that elevated sales and pitch materials.
- Worked closely with content and sales teams to turn ideas into visuals that resonate.

Senior Graphic Designer | UI/UX Designer

Intact Web Solutions, Lahore | July 2022 to August 2024

- Designed conversion-focused case studies and pitch decks that helped secure new business.
- Created engaging social media visuals and marketing videos to enhance brand presence.

Portfolio

- Bē **Behance**
- in **LinkedIn**

Skills

- Brand identity
- Print Production
- Social Media Graphics
- Color Theory
- Typography
- Composition & Layout
- UI/UX Design
- Web Design
- App Design
- Wireframing
- Digital Marketing
- UI Design Principles
- Style Guides
- Design Systems
- Responsive Design

- Developed responsive web and app UI designs that improved usability and user flow.
- Designed branded eBooks and company profiles used in sales and investor outreach.

Graphic Designer | Web UI Designer

HexaClicks, Lahore | July 2019 to June 2022

- Led branding projects from concept to execution, creating bold visual identities.
- Designed scroll-worthy social content and ad creatives to boost online visibility.
- Delivered modern web UI designs aligned with client goals and brand tone.
- Produced brochures, apparel, and print collateral that unified brand messaging across touchpoints.
- Developed and executed on-brand apparel designs that resonated with the target audience, driving both online sales and brand loyalty.

Game UI/UX Designer

Curiologix, Lahore | February 2016 to June 2019

- Designed immersive game UI assets tailored to enhance player experience and navigation.
- Developed in-game materials that aligned with narrative themes and visual consistency.
- Worked with cross-functional teams to deliver UI mockups ready for implementation.
- Ensured visual assets met performance needs without compromising design quality.

Tools

Education

Graphic Designer

Lahore School of Fashion Design
2015 - 2016

Intermediate

BISE, Lahore
2009 - 2011

Matriculation

BISE, Lahore
2007 - 2009

Interests

- Design
- Gaming
- Learning new skills
- Photography
- Hiking, camping,
- Other outdoor activities