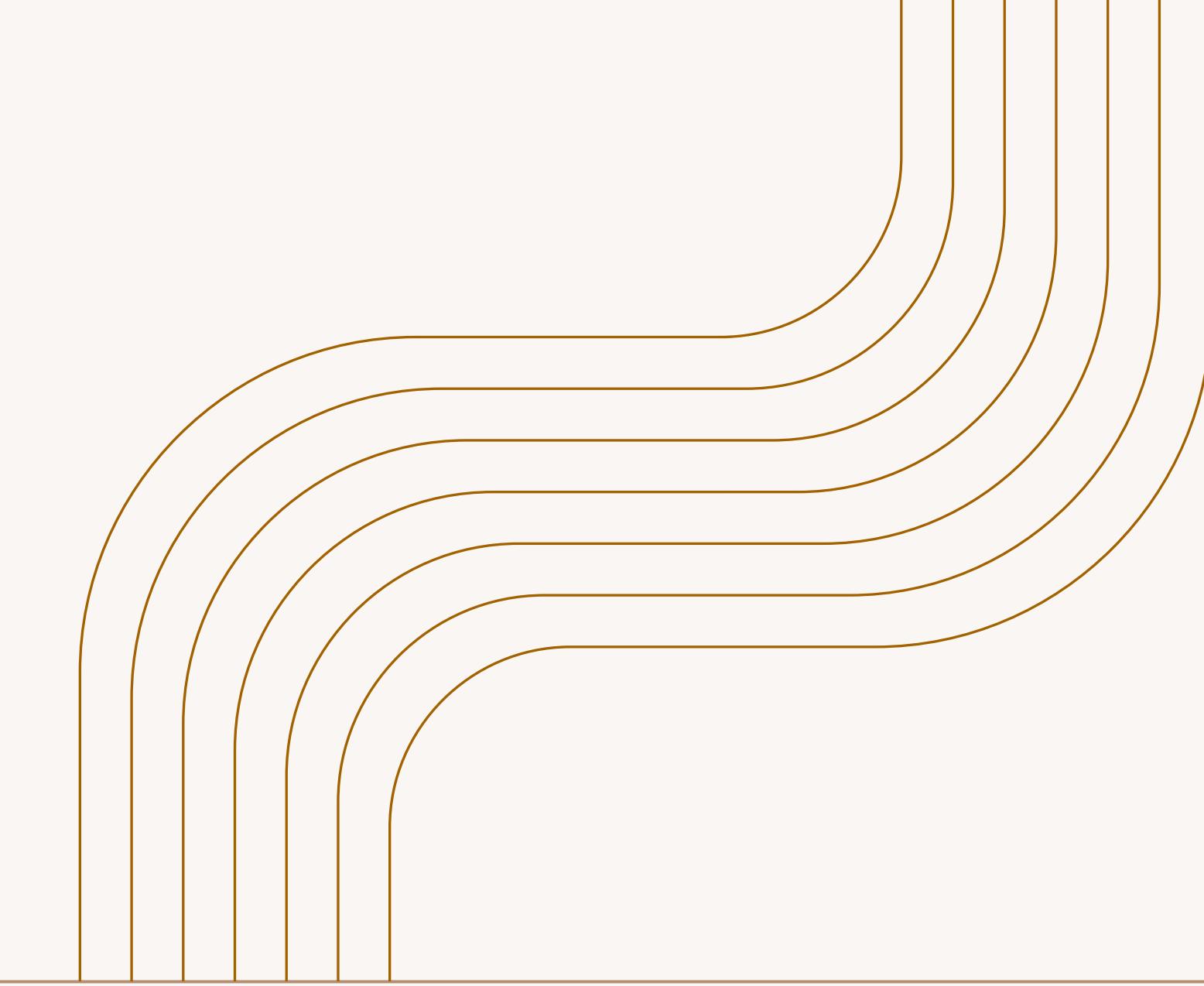


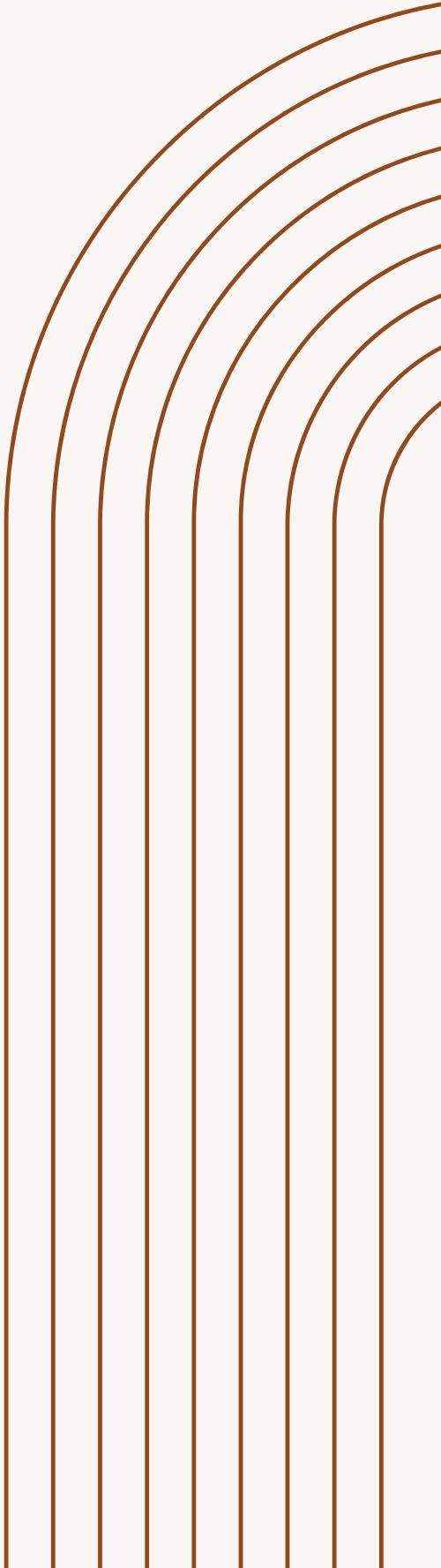


Creative Portfolio

by Zarqam Babar



As a Graphic Designer

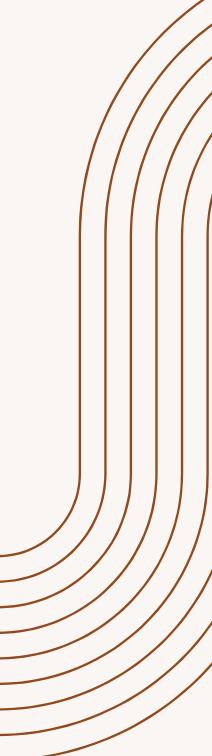


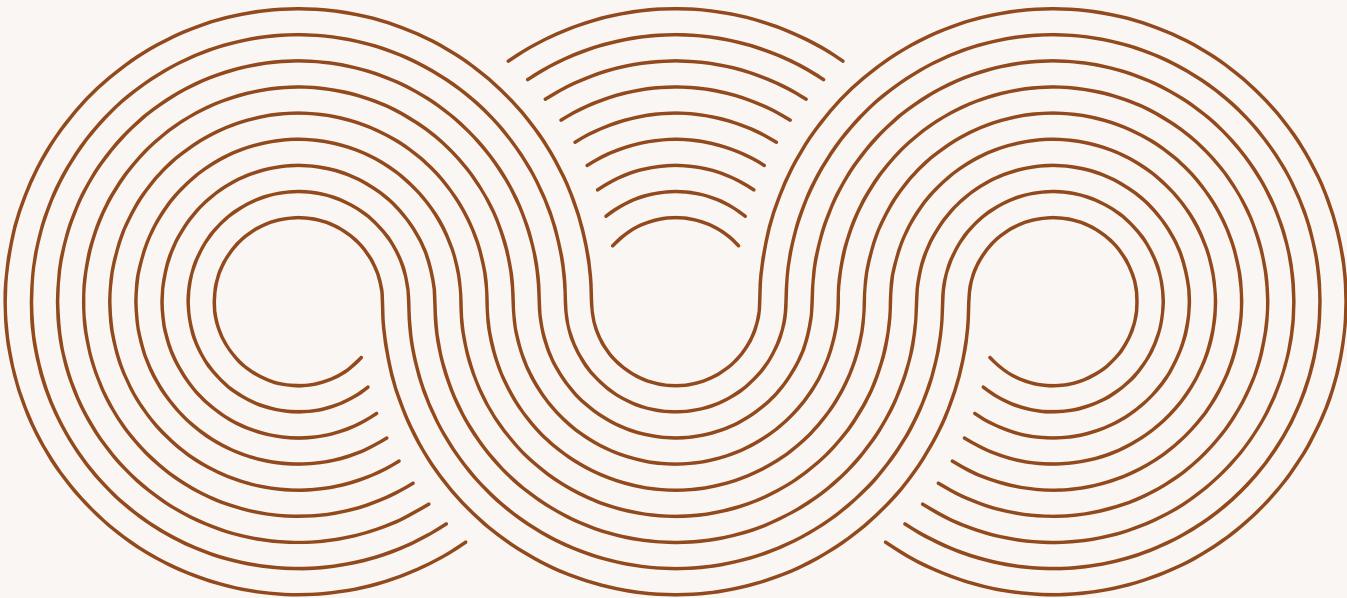
● About Me

Hi, I'm Zarqam — a creative at heart who loves turning ideas into visuals that tell a story. I'm a detail-oriented graphic designer who believes good design isn't just about looking nice, it's about making people feel something and understand your message instantly.

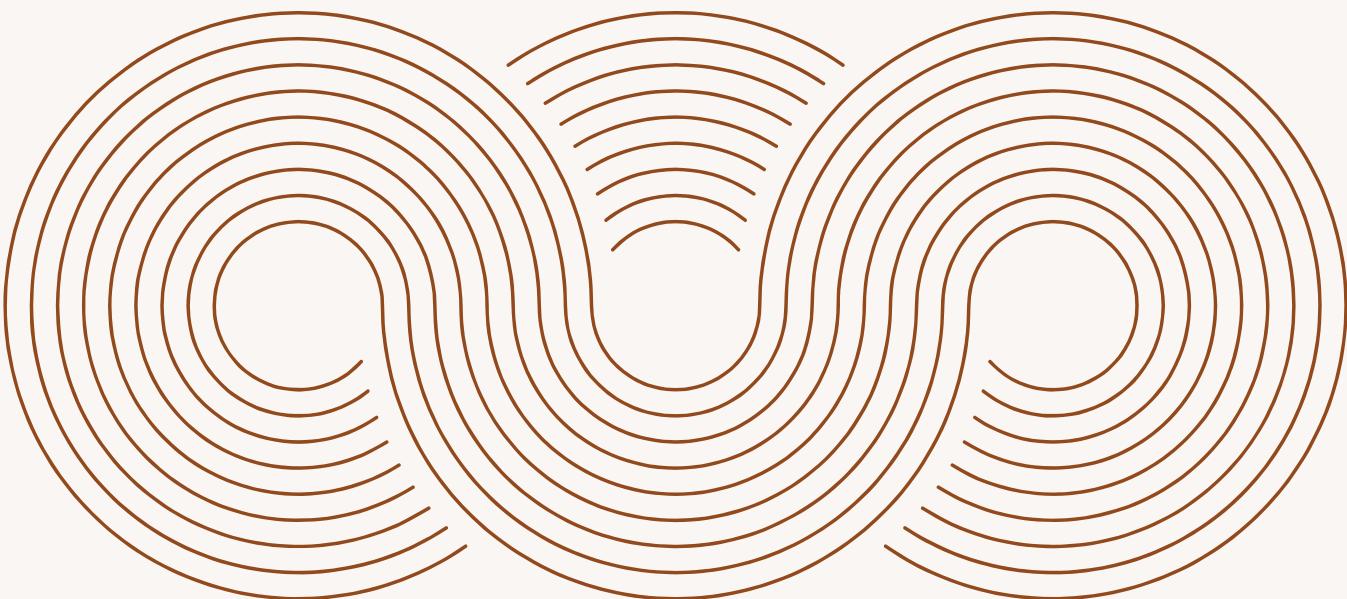
I've worked across branding, print, and digital media, creating everything from logos and brochures to website mockups and social media content. I enjoy exploring new tools, keeping up with design trends, and finding fresh ways to make brands shine.

● TOOLS

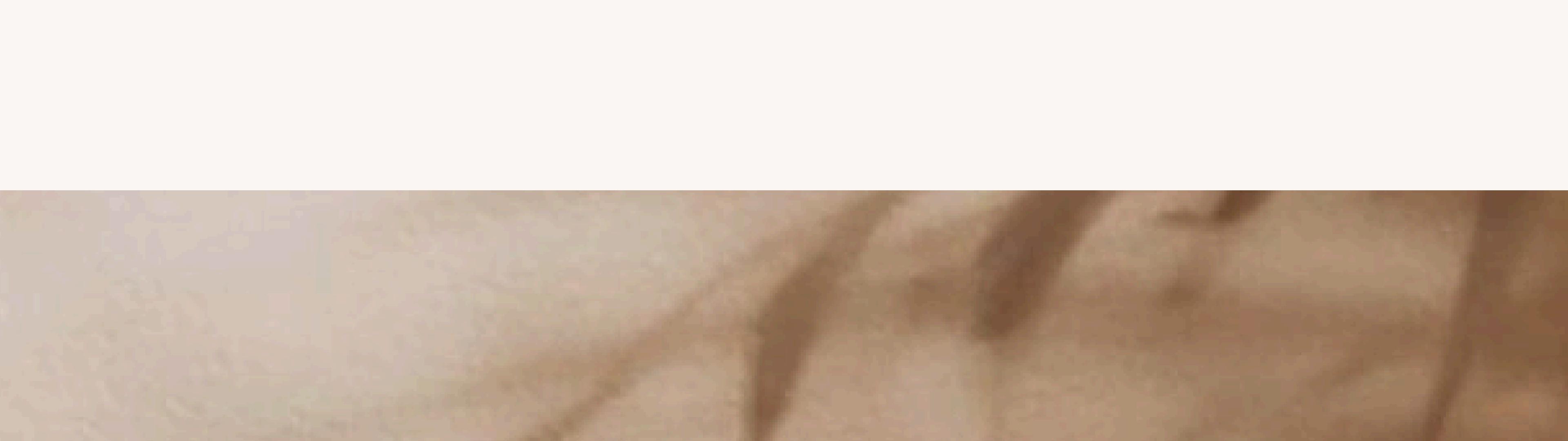
- Adobe Photoshop
 - Adobe Illustrator
 - Adobe XD
 - Canva
- 



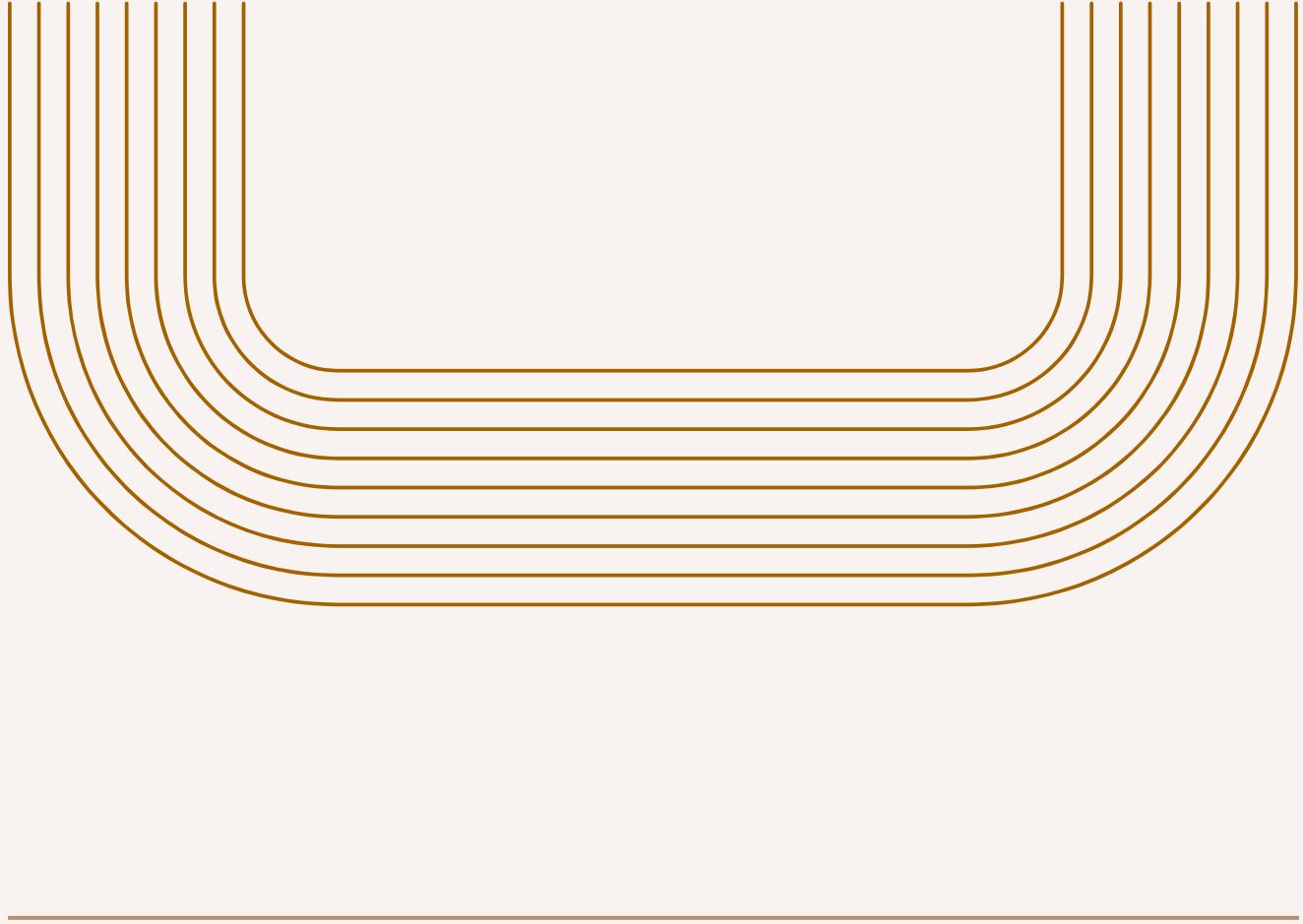
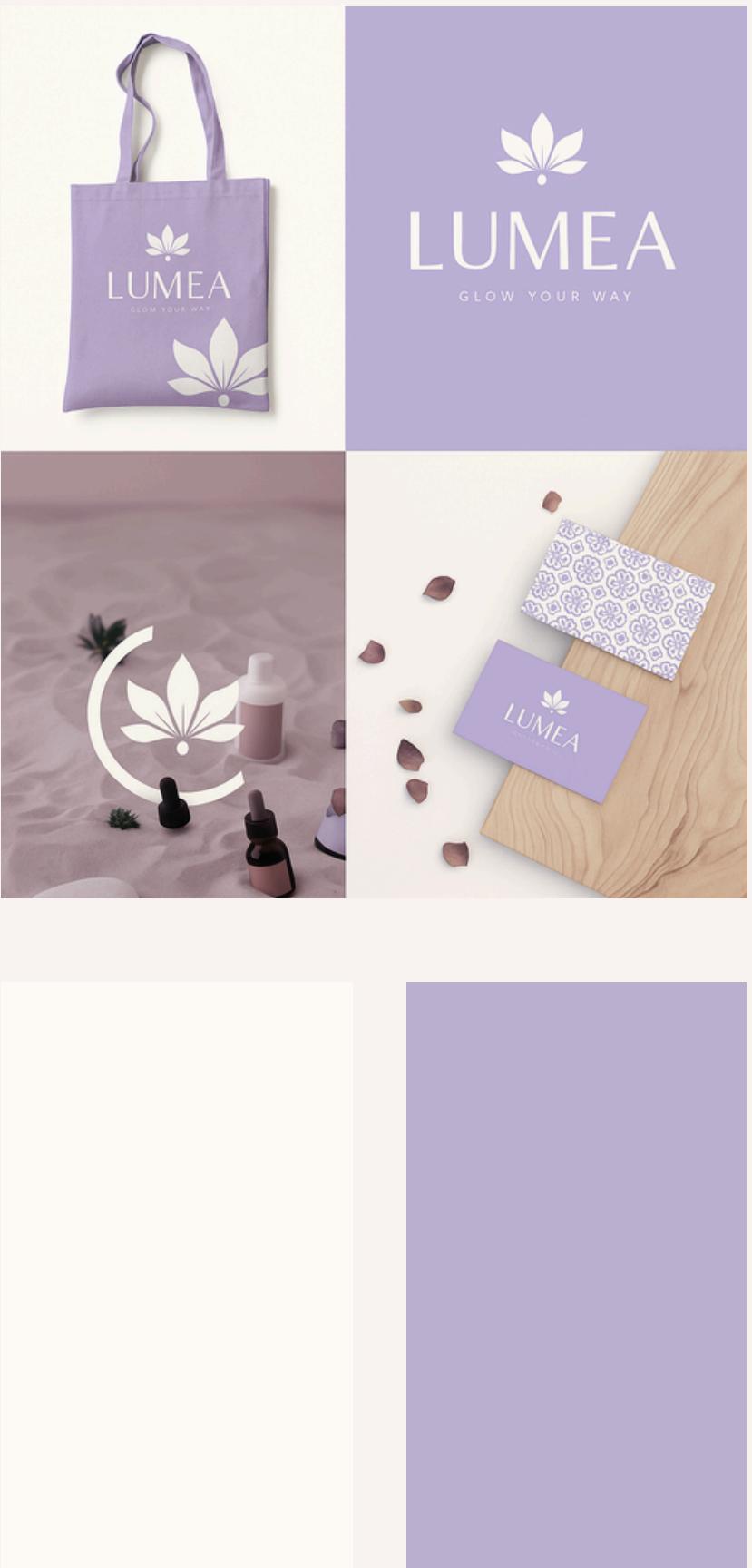
● SKILLS



- Branding & Identity Design
- Print Design (Brochures, Posters, Magazine Covers)
- Digital & Social Media Design
- Illustration & Concept Art
- Photo Editing & Composites
- Layout Design (Books, Magazines)



My Creative Projects



● Branding

Lumea Project – Branding

Lumea is a modern skincare brand focused on natural ingredients and minimalist beauty. I developed a fresh, elegant visual identity including the logo, color palette, and design. The concept emphasizes soft tones, clean typography, and subtle textures to reflect the brand's gentle yet effective products.

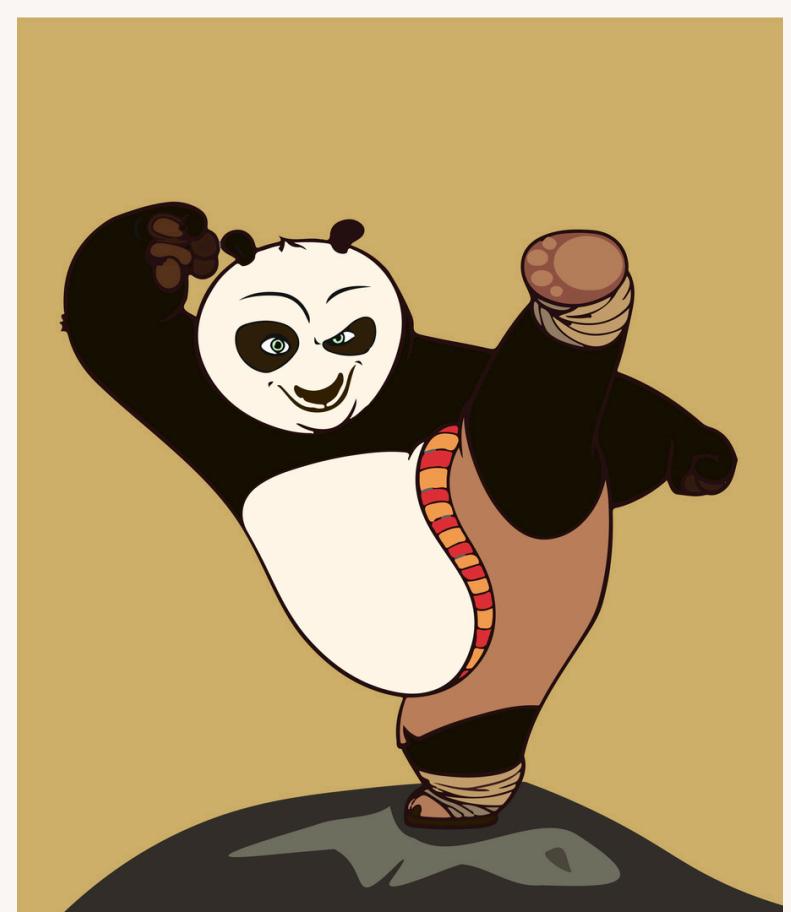
Fleurish – Branding & Marketing Design

Fleurish is a boutique floral and event décor brand that celebrates elegance and creativity. I created a complete brand identity including the logo, business card, brochure, social media templates, and website mockup. The design uses soft, romantic colors and graceful typography to reflect the brand's warm and welcoming personality.



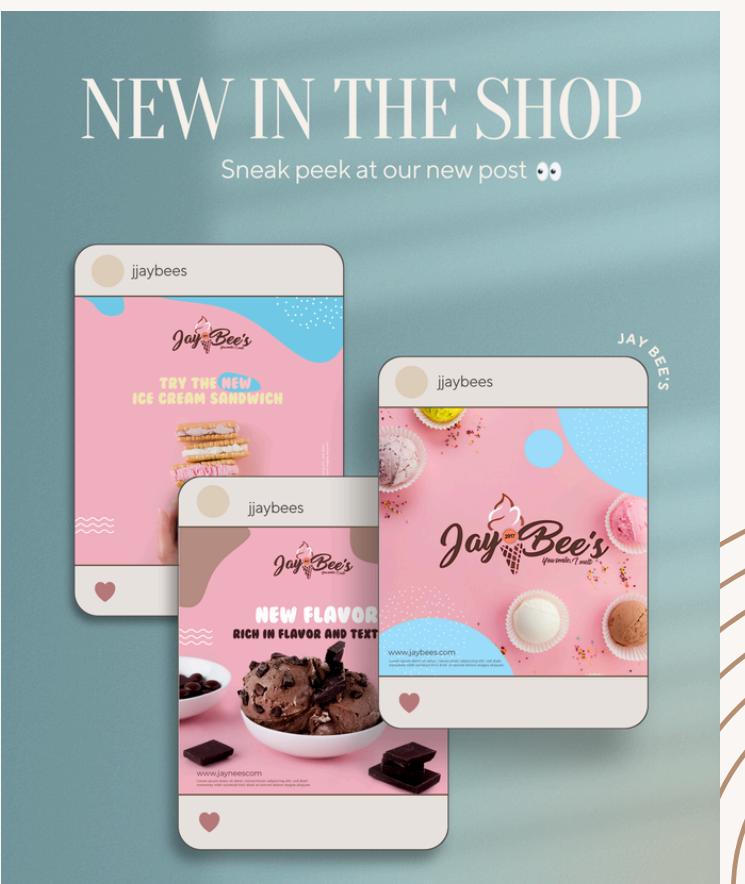
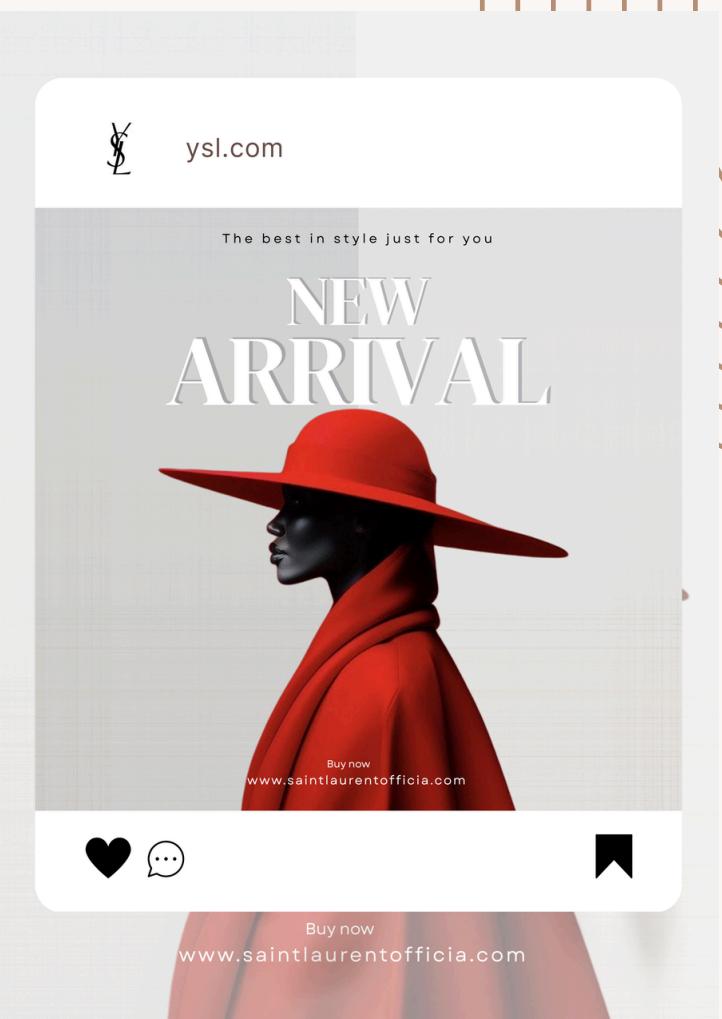
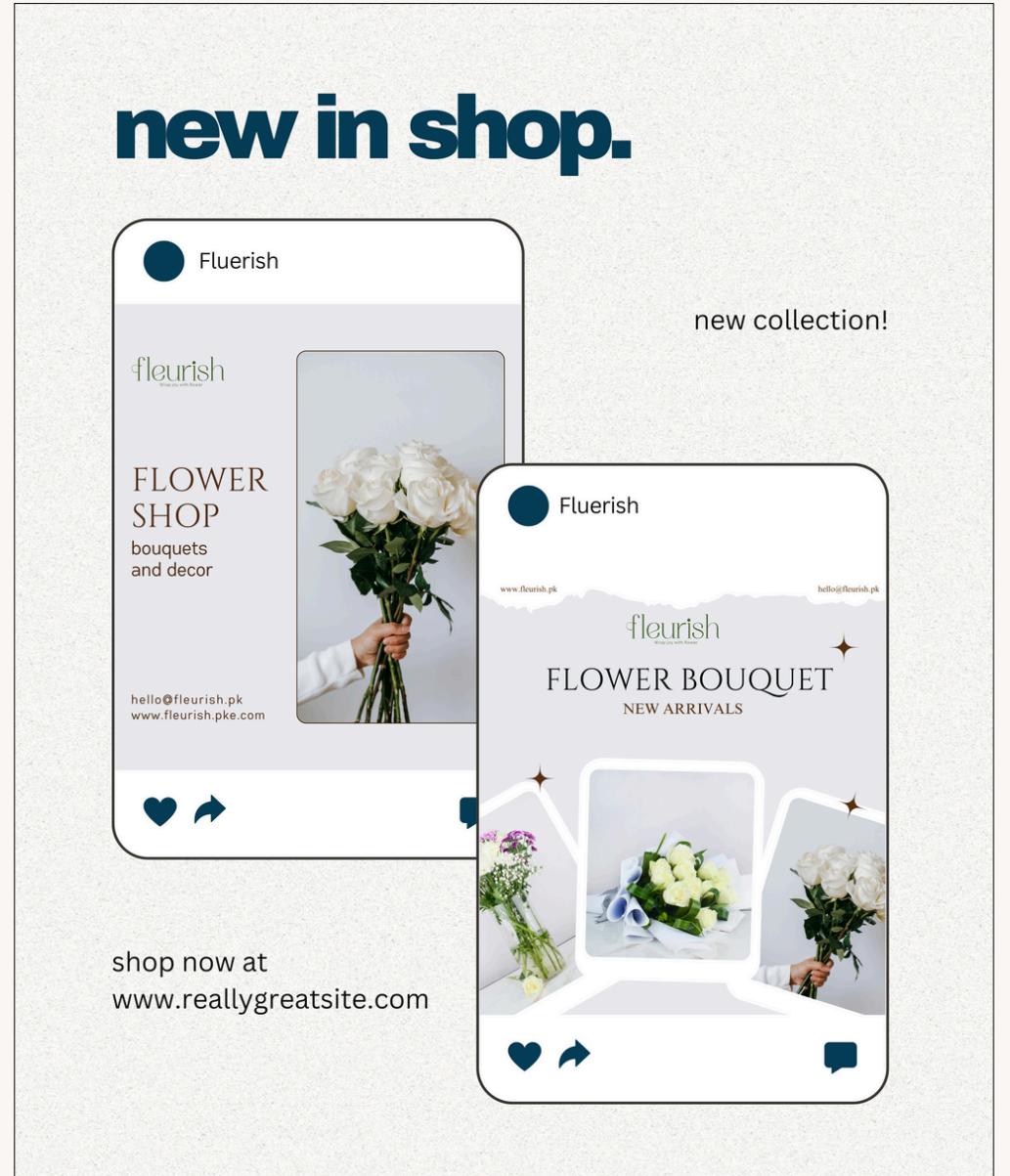
A collection of hand-drawn and digital artworks exploring color, texture, and storytelling. Each piece is designed to capture mood and emotion while maintaining a clean, polished aesthetic.

Illustration

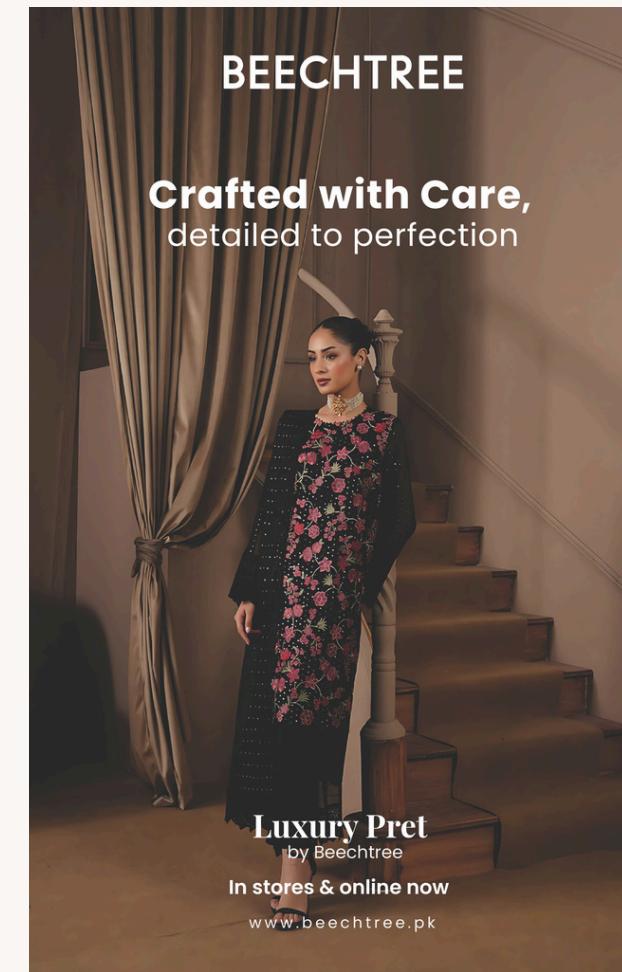


Social Media Posts

A series of custom-designed posts for brand campaigns, focusing on visually striking layouts, bold typography, and cohesive color schemes. Each design is tailored to the platform's format while maintaining brand consistency, ensuring maximum engagement and a professional online presence.



● Posters



Bold, impactful poster designs created to capture attention and communicate messages clearly. Combining strong visuals, balanced layouts, and compelling typography for maximum effect.

UX/UI

User-focused website and app interfaces designed for clarity, visual appeal, and smooth navigation. Combining clean layouts, consistent branding, and intuitive user flows to enhance the digital experience.

The image shows a smartphone screen with the Dev AI logo at the top left. The main title "Your Personal AI Coding Assistant" is centered in large, bold, black font. Below the title is a "Download on the Your Store" button. The central part of the screen displays a grid of six icons: "Code Generator", "Scan Code", "Code Explainer", "Solve with image", "Bug Detector", and "AI Coding Assistant". At the bottom of the screen are three small navigation icons: a speech bubble, a house, and a square.



The image shows a smartphone screen with the Dev AI logo at the top left. The title "Code Smarter with Dev AI" and subtitle "Your AI Coding Assistant" are displayed. A section titled "Code Converter" shows a comparison between "JavaScript Code" and "Python Code". The Python code is annotated with several red error markers. A "TAP TO" button is visible at the bottom right. The background of the phone screen is purple.

Convert Code Between Languages

SWITCH BETWEEN JS, PYTHON, JAVA IN 1 CLICK

The image shows three smartphones side-by-side. The first phone on the left has a blue background and displays a "Scan Code" interface with a QR code and a "START SCAN" button. The middle phone has a white background and displays a "Bug Detector" interface with a bug icon and a "TAP TO FIX" button. The third phone on the right has a purple background and displays the "AI Coding Assistant" interface with its characteristic icons. All three phones have the Dev AI logo at the top left.

● Design Projects



CoNATURAL

Acne Treatment
Natural. Effective. Gentle on Skin.

- ✓ Sulfate & Paraben-Free
- ✓ Dermatologist Tested
- ✓ For Oily & Acne-Prone Skin

How to Use:
Apply a thin layer after cleansing.
Use twice daily for best results.

Why Choose CoNatural?
Our Acne Treatment targets breakouts without drying the skin.
Infused with natural extracts like:
- Neem
- Tea Tree Oil
- Aloe Vera

✓ Reduces redness
✓ Controls excess oil
✓ Prevents future breakouts
✓ Fades acne marks

STAY NATURALLY BEAUTIFUL

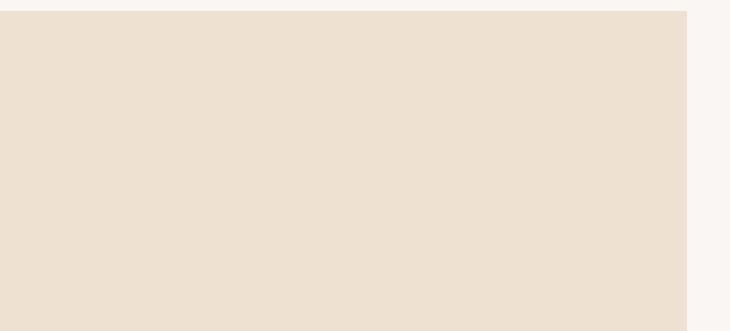
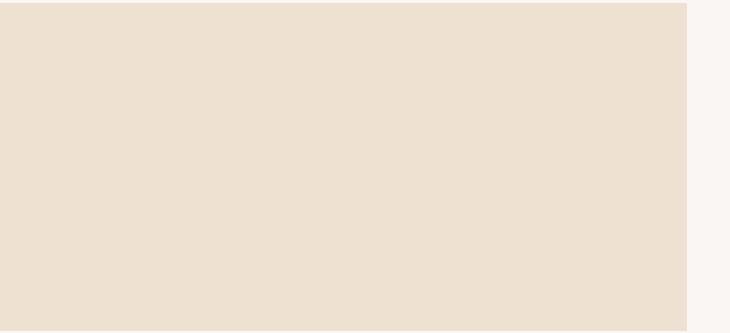
Shop Now at [conaturalmt.com](#)

Stay naturally beautiful



Composite Images

Creative photo compositions combining multiple images into seamless, visually striking scenes. Focused on color harmony, realistic blending, and impactful storytelling.





Have Any Questions?

If you have any questions, suggestions, or need assistance, please don't hesitate to reach out.

Email

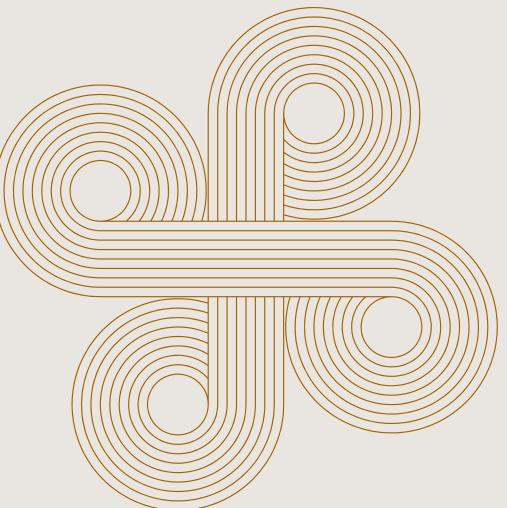
zarkamb@gmail.com

Instagram

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Behance

[https://www.behance.net/zarqam
babar0](https://www.behance.net/zarqambabar0)



Thank You

I look forward to hearing from you!

