

HAMZA QUDRAT

GRAPHIC & WEB DESIGNER, DIGITAL MARKETING



WORK EXPERIENCE

GRAPHIC DESIGNER

COMFORT ZONE Furniture Trading | Nov 2022-Present

- Created visually stunning marketing collateral, including brochures, posters, and digital ads, to promote products and services.
- Collaborated closely with the marketing team to develop brand-consistent designs and marketing campaigns.
- Managed and organized a comprehensive library of company images and graphics for easy access and use in marketing materials.
- Continuously evaluated and improved graphic design strategies to enhance brand presence and customer engagement.
- Designed and developed user-friendly and visually appealing websites that enhance user experience and drive online engagement.
- Collaborated with cross-functional teams to ensure web design consistency with the overall brand identity.
- Conducted regular website maintenance and updates to keep the web presence current and relevant.
- Produced captivating motion graphics and video content for marketing campaigns and promotional materials.
- Collaborated with marketing teams to create engaging video content that communicates brand messages effectively.
- Stayed up-to-date with industry trends and technologies to produce modern and attention-grabbing motion graphics.
- Leveraged animation and video editing software to create dynamic and interactive visual content.
- Executed digital marketing strategies to boost online presence and reach target audiences.
- Managed and created social media content to engage followers and promote brand awareness.
- Analyzed data to optimize marketing campaigns and enhance ROI.
- Utilized various digital marketing tools and platforms to achieve marketing objectives.

SENIOR GRAPHIC DESIGNER

Shenzhen BaoBao Industrial Co., Ltd | Sep 2021- Nov 2022

- Crafted visually striking marketing materials, such as brochures, posters, and digital ads, to promote products and services.
- Collaborated closely with the marketing team to ensure the development of designs that align with the brand and marketing campaigns.
- Maintained a comprehensive library of company images and graphics for convenient access in marketing materials.
- Continuously assessed and enhanced graphic design strategies to elevate brand presence and engage customers effectively.
- Designed and developed user-friendly and visually appealing websites, enhancing the overall user experience and driving online engagement.
- Worked collaboratively with cross-functional teams to maintain web design consistency that aligns with the overarching brand identity.
- Regularly conducted website maintenance and updates to ensure the web presence remained current and relevant.
- Produced compelling motion graphics and video content for marketing campaigns and promotional materials.
- Collaborated with marketing teams to create engaging video content that effectively conveyed brand messages.
- Stayed informed about industry trends and technologies, incorporating them into the production of modern and attention-grabbing motion graphics.
- Utilized animation and video editing software to create dynamic and interactive visual content.

PROFILE

I am a seasoned graphic design professional with over three years of experience in the field. My expertise encompasses a wide range of design techniques aimed at crafting compelling visual concepts that serve as effective channels of communication with diverse audiences, including consumers, clients, and sponsors. For a showcase of my work, please visit my portfolio at <https://hqcreative.art/>.

CONTACTS



Muwaileh Commercial –
Industrial Area - Sharjah –
United Arab Emirates



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0501842193

SKILLS

Professional

- GRAPHIC DESIGNING ★★★★★
- WEB DESIGNING ★★★★★
- MOTION GRAPHICS ★★★★★
- DIGITAL MARKETING ★★★★★
- UX DESIGN ★★★★★

LANGUAGES

- English (Intermediate)
- Urdu (Native)
- Punjabi (Native)

GRAPHIC DESIGNER, SOCIAL MEDIA MANAGER

Advance Agrotech | Feb 2020- Aug 2021

- Design web pages, brochures, logos, signs, books, magazine covers, annual reports, advertisements, and other communication materials.
- Create these materials by hand or by using technology, including computer software programs. Adobe's Creative Suite—including Photoshop, Illustrator, InDesign, and more—is the standard in the industry, and most employers expect designers to be proficient with its programs.
- Meet with clients to gain an understanding of what they want their proposed communications to look like. Create or incorporate illustrations, pictures, and designs to reflect the desired theme and tone of the communications.
- Select type size and style to enhance the readability of text and image.
- Produce drafts for review by clients and make revisions based on the feedback received.
- Review final productions for errors and ensure that final prints reflect client specifications.

AS A FREELANCE

GRAPHIC DESIGNER, SOCIAL MEDIA MANAGER

Advance Agrotech | Feb 2022- Present

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GRAPHIC DESIGNER

BBQ Tonight Multan | March 2022- Aug 2022

- Create visually appealing and easy-to-read menus that showcase the restaurant's offerings. This may include designing for print and digital menus.
- Develop and maintain the restaurant's branding, including logo design, color schemes, and typography, to ensure consistency across all marketing materials.
- Design promotional materials like posters, flyers, banners, and table tents to advertise special offers, events, and seasonal promotions.
- Create engaging visuals for the restaurant's social media channels, including posts, stories, and cover images, to promote the restaurant and its menu items.
- Assist in capturing and editing high-quality images of food, drinks, and restaurant ambiance for use in marketing materials.
- Design business cards, takeout menus, table place settings, and other print materials to enhance the restaurant's branding.
- Create designs for staff uniforms, promotional merchandise, and restaurant merchandise (e.g., T-shirts, mugs) that reinforce the brand.
- Design promotional materials for special events, such as holiday parties, live music nights, or themed dinners.

GRAPHIC DESIGNER, SOCIAL MEDIA MANAGER

Salma Medical center Multan | Aug 2022- present

- Develop and maintain the medical center's branding, including logo design, color schemes, and typography, to ensure a consistent and trustworthy visual identity.
- Design brochures, pamphlets, and promotional materials to inform patients about the medical center's services, specialties, and healthcare professionals.
- Create visually engaging and informative materials that simplify complex medical information, such as medical condition brochures, anatomy diagrams, and medication instructions.
- Develop graphics for social media channels to share health tips, inform patients about upcoming events, and share patient testimonials.

EDUCATION

Government College University, Faisalabad

**Bachelor of Science
(BS, Information Technology)**

Passing Year: 2016-2020

SOFT SKILLS

- Communication
- Critical Thinking
- Problem-Solving
- Relationship Building
- Team Leadership

PERSONAL DETAILS

Date of Birth: 6th June 1998

Languages Known: English, Hindi, & Urdu

Visa Status: Visit Visa

Marital Status: Married

Passport Details: CF4426271

Driving License: No

No. of Dependents: 3

Nationality: Pakistani