Syed

Syed.230566@2freemail.com

WEB/UI & GRAPHICS DESIGNER

**COVER LETTER**

Dear Sir / Madam,

I am an enthusiastic and pro-active Web/UI & Graphics Designer, who makes easy to use websites and graphics by discovering how users really think. With the Experience of graphics designing and developing websites, I have an excellent understanding of how technology can be used to align the requirements of both the business and the customer.

I have done 2 year Advance Diploma in Multimedia Design from Arena Multimedia, Pakistan with a strong track record in academic qualifications. Over 10 years plus experience in Web & Graphics designing & developing using with Adobe Photoshop, Illustrator, InDesign, 3DS Max, Dreamweaver, Flash, HTML5 / CSS3 / jQuery & Bootstrap3. Have good creative and analytical skills highly motivated and a quick learner.

**Visa Status:** Still on previous Dubai company visa till end of Feb. 2016

**Joining :** Immediately Available (from next day)

I am very excited about future opportunities in your esteemed company as Web/UI & Graphics Designer; I would be pleased to meet you in person to discuss my background in relation to the needs of your organization.

 Thanks & Best Regards,

Syed

**WORK EXPERIENCE**

**JULY 2015 – JAN 2016**

SR. WEB/UI & GRAPHICS DESIGNER **( NURT AGENCY, DUBAI, UAE )**

**JOB DESCRIPTION**

Designing Graphics, Websites & Landing Pages from layout to function according to a client’s specifications. Strive to create visually appealing Newsletters, Brochure, Banners, Magazine, Book Covers & Product Design artworks that feature user-friendly design in clear & modern style.

**MAIN RESPONSIBILITIES**

* Meeting clients to identify their needs and liaising regularly with them
* Drawing up detailed project specifications
* Designing sample layouts including text size and colours
* Designing graphics, animations and manipulating digital photographs
* Presenting initial design ideas to client
* Designing the visual imagery and ensuring it is in line with company branding policy or the requirements of the client
* Proofreading content and grammar and making changes where necessary
* Design & developed multiple graphics layouts for various campaigns & print material in different Languages.
* Create artwork for social media campaigns
* Assure that all user input is validated before submitting to back-end
* Collaborate with other team members and stakeholders
* Develop functional and appealing web- and mobile-based applications based on usability
* Provide website maintenance and enhancements
* Use a combination of markup languages to write web pages
* Write functional requirement documents and specifications
* Create quality mockups and prototypes on tight timelines
* Assist back-end developers with coding and troubleshooting
* Create cascading style sheets (CSS) that are consistent across all browsers and platforms
* Maintain graphic standards and branding throughout the product’s interface
* Stay up-to-date on emerging technologies
* Promote usability best practices

**MARCH 2009 - JUNE 2015**

WEB/UI & GRAPHICS DESIGNER - **( XRONIX GRAPHICS, KARACHI – PAKISTAN )**

**JOB DESCRIPTION**

Creating a websites and landing pages, this includes the design, layout and coding, this can mean working on a brand new website or updating an already existing site.

**MAIN RESPONSIBILITIES**

* Create full functional websites from start to end
* Producing sample sites layouts as per clients brief
* Meeting with clients to discuss requirements and/or project progress
* Demonstrating and receiving feedback about draft sites
* Keeping up-to-date with recent technological and software developments
* Developing skills and expertise in appropriate software/programming languages including HTML5, CSS3, Bootstrap3, jQuery and others
* Producing products that are user-friendly, effective and appealing
* Working as part of a multi-disciplinary team
* Meeting clients to identify their needs and liaising regularly with them
* Execute all visual design stages from concept to final hand-off to manager
* Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks
* Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas
* Present and defend designs and key milestone deliverables to peers and executive level stakeholders
* Establish and promote design guidelines, best practices and standards
* Collaborate with product management and engineering to define and implement innovative solutions for the product direction, visuals and experience
* Conduct user research and evaluate user feedback
* Take the design “brief” to record requirements and clients needs
* Work with a wide range of media and use graphic design software like Adobe Photoshop, Illustrator, Dreamwearver
* Think creatively and develop new design concepts, graphics and layouts
* Prepare rough drafts and present your ideas
* Amend final designs to clients comments and gain full approval
* Work as part of a team with copywriters, developers, SEO specialist, executives etc.

**NOVEMBER 2005 - MARCH 2009**

WEB DESIGNER & FRONTEND DEVELOPER – **( VISUAL EYEZ PRIVATE LTD. KARACHI – PAKISTAN )**

**JOB DESCRIPTION**

* Responsible for all aspects of client’s print advertising, collateral material, logo development and typography.
* Designs and produces art and copy layouts for material to be presented by visual communications media, such as books, magazines, newspapers, television, electronic media and packaging.
* Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and font style, and related aesthetic concepts.
* Designs media in a wide variety of styles that correspond to the client’s needs.
* Interacts with art directors.
* Prepares final layout print-ready files of art.
* Completes projects by coordinating with clients and outside vendors.
* Adheres to client budget and time constraints.
* Contributes to team effort by accomplishing related results as needed.
* Presents new ideas to members of the team.
* Monitors projects through all phases of production.
* Develops designs that are on strategy and reflect brand’s personality.
* Design skills: knowledge of typography, spatial orientation, the handling and manipulation of images, freehand graphics, and basic design elements.

**SEPTEMBER 2003 - OCTOBER 2005**

WEB & GRAPHICS DESIGNER – **( GRANTON MARKETING PVT. LTD. KARACHI- PAKISTAN )**

**JOB DESCRIPTION**

* Prepares work to be accomplished by gathering information and materials.
* Plans concept by studying information and materials.
* Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and font style, and related aesthetic concepts.
* Obtains approval of concept by submitting rough layout for approval.
* Prepares finished copy and art by operating typesetting, printing, and similar equipment; purchasing from vendors.
* Prepares final layout print-ready files of art.
* Completes projects by coordinating with clients and outside vendors.
* Maintains technical knowledge by engaging in continual on-the-job training resources, reviewing professional publications; participating in professional societies.
* Contributes to team effort by accomplishing related results as needed.
* Process skills: knowledge and experience to fulfill artwork in a multi-media platform.
* This includes determining papers, colors, printing processes, and camera ready output. One must also have knowledge of the different formats and requirements acceptable to any electronic and/or digital media outlet.

**JANUARY 2001 - AUGUST 2003**

GRAPHICS DESIGNER – **( SIGN SOURCE PVT. LTD. KARACHI- PAKISTAN)**

**JOB DESCRIPTION**

* Liaising with clients to determine their requirements and budget
* Managing client proposals from typesetting through to design, print and production
* Working with clients, briefing and advising them with regard to design style, format, print production and timescales
* Developing concepts, graphics and layouts for product illustrations, company logos, and websites
* Determining size and arrangement of illustrative material and copy, and font style and size
* Preparing rough drafts of material based on an agreed brief
* Reviewing final layouts and suggesting improvements if required
* Liaising with external printers on a regular basis to ensure deadlines are met and material is printed to the highest quality.

**MY EDUCATION**

**2 YEARS DIPLOMA IN MULTIMEDIA,**

**ARENA MULTIMEDIA, KARACHI**

JANUARY 2012 - NOVEMBER 2013

**COURSE DESCRIPTION**

In this course we learned to visualize imagery ,creating digital graphics, editing and optimizing of graphics for the web, including digital printing and broadcast media, Storyboard writing, develop streaming audio, record and edit audio files, created video content and produce streaming video for the web, enrich video content by applying effects and prepare it for post-production job. In the end we learned advanced techniques to develop Broadcast quality Animation.

This course covering the following Courses;

**GRAPHICS DESIGN SUITE :** Image Magic, Media Publishing, Creating Illustrations I & II

**AUDIO & VIDEO EDITING SUITE :**  Audio Editing, Video Streaming & Editing, Composting

**ANIMATION SUITE :** 3D Max, Digital Design & Visualization

**ADV. ANIMATION SUITE :**  Maya

**1-YEAR DIPLOMA IN COMPUTER SCIENCE**

**FARAN CLUB COMPUTER INSTITUTE, KARACHI**

1999 FEBRUARY - 2000 JANUARY

The Program outcomes of the Computer Science are listed below:

* An ability to analyze, design software products.
* An ability to develop, test and enhance software applications.
* An ability to install system and application software.
* An ability to troubleshoot network in case of problems and service systems in case of failures.
* An ability to exhibit professional and ethical responsibilities as an engineer.
* An ability to communicate effectively in both oral and written forms.
* Education with breadth that allows for understanding of the impact of engineering practices on all aspects of society.
* An ability to develop confidence for self-learning and ability for lifelong learning.
* An awareness of technical issues in the modern world.
* Has the skill sets to make effective use of modern engineering tools, software equipment, and technique for engineering practice.
* An ability to work in multidisciplinary environments to manage projects and to succeed in competitive examinations.

**INTERMEDIATE - EQUIVALENT A-LEVEL - 1994 - 1996**

Board of Intermediate & Secondary Education, Lahore

**MATRIC - EQUIVALENT O-LEVEL** - **1992 - 1993**

Board of Secondary Education, Karachi

**SOFTWARE & TECHNOLOGIES**

**Adobe Photoshop & Illustrator** (UI & Web Layout Design , Graphics & Print Design)

**Adobe Dreamweaver, HTML5, CSS3, jQuery, Bootstrap3**

**Web Development** (PHP & MySQL, Wordpress Theme Development)

**Audio/Video Editing & Composting** (Premiere & After Eﬀects)

**3D Animation** (3D Max & Maya)

**KNOWLEDGE**

* Google Analytics & SEO
* Manage Web Hosting Servers
* Create E-commerce Platform
* Color Theory Knowledge
* Mobile Responsive Sites
* Grid & Layout
* Creating Digital Graphics
* Storyboard Writing
* Good Sense of Typography
* Composition & Retouching
* Video & Audio Editing