Syed Mustafa Anwer

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WORK EXPERIENCE

01/11/2023 – CURRENT
GRAPHIC DESIGNER   RICHMOND TECH GROUP (IT firm Headquarter in Houston)

- Created designs, concepts, and sample layouts, based on knowledge of layout and esthetic design concepts.
- Prepared illustrations and rough sketches of material, discussing them with clients, and making necessary changes.
- Developed graphics and layouts for product illustrations, logos, and websites mirroring company brand style.
- Coordinate with the client to successfully create prolific social media graphics suitable for target marketing.
- Conceptualize logo design, gif animations, videos, websites, and social media channels to promote product brands.

SHOPIFY MANAGER   PVT FIRM

- Develop and customize Shopify themes and templates to meet client requirements.
- Implement and configure Shopify apps and plugins.
- Optimize website performance and ensure compatibility across various devices and browsers.
- Create responsive and pixel perfect website pages.
- Conduct thorough testing to ensure the website's functionality and compatibility.
- Debug and resolve issues promptly.
- Keep up-to-date with best practices and Shopify updates.

DISTRIBUTION EXECUTIVE   CONTINENTAL BISCUITS LIMITED

- Delivering Sales primarily within the Continental Biscuit Limited inline with a defined Sales targets.
- Managing the full sales process from lead generation through to order placement.
- Establishing and maintaining strong mutually beneficial business relationships with customers, colleagues and suppliers as well as performing necessary administrative duties as required and other duties as assigned.

GRAPHIC DESIGNER   PVT FIRM

- Collaborate with the design team to develop concepts and designs for print and digital media, including brochures, websites, social media graphics, email campaigns, and more.
- Assist in the creation of designs that are visually appealing and effective in communicating information to our clients' target audience.
- Modify and revise existing designs to meet client needs or to improve design quality.
- Research and stay up-to-date on design trends and best practices to ensure that our designs are innovative and effective.
- Manage multiple projects simultaneously and meet deadlines.

GRAPHIC DESIGNER INTERNEE   EZEE SOLUTION

- Understand project requirements and concepts
- Use various techniques to create drafts, models and prototypes
- Produce final design solutions (like logos, banners, interfaces)
- Pitch creative ideas
- Collaborate with team members to launch projects

- Take on special design tasks (e.g. color correction)
- Use feedback from other designers to improve

DIGITAL MARKETING   BUYSO

- Assist in the formulation of strategies to build a lasting digital connection with consumers
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook, Instagram etc.)
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Prepare online newsletters and promotional emails and organize their distribution through various channels
- Provide creative ideas for content marketing and update website
- Collaborate with designers to improve user experience
- Acquire insight in online marketing trends and keep strategies up-to-date
- Maintain partnerships with media agencies and vendors

EDUCATION AND TRAINING

GRAPHICS DESIGNING

- Designs and develops key art images.
- Develops illustrations of characters starting from conceptualization stages and sketches to finalized design.
- Creates new styles and techniques for illustration.
- Prepare rough drafts according to requirements
- Combine hand-drawing and painting with digital media to create complete illustrations
- Refine designs with illustration software
- Use various colors, graphics and effects to better visualize each concept
- Apply isometric techniques to add perspective to complex shapes
- Participate in design briefs with clients, editors and/or marketers to identify their needs
- Define time and budget limitations
- Ensure that printed illustrations meet quality and color standards
- Brainstorm with the design team to come up with new ideas, patterns and styles
- Stay up-to-date with new design techniques and software

LANGUAGE SKILLS

Mother tongue(s):   **URDU**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B1	B2	B1	B1	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Social Media │ Adobe Photoshop, illustrator, AI │ Excellent knowledge of adobe illustrator │ graphic design (Adobe Photoshop, Adobe Illustrator) │ Editing Photo / Video │ Graphic Design (Adobe Spark, Photopea, Canva) │ Graphic design and layout │ Adobe (Photoshop, InDesign) │ Figma Design for UI/UX (beginner)