YASIR
AKRAM HUSSAIN ALI

Art Director, Senior Graphic Designer

Holding a Bachelor's degree in Communication Design (BCD) from the University of Sindh, Pakistan, I have built a strong foundation in visual communication. With over 10 years of experience in Graphic Design, Animation, Video Editing, 3D Design, Packaging, Product Design, Event Design, Branding, Motion Graphics, and Illustration, I have completed 1000+ projects for 100+ global companies. As a Senior Graphic Designer & Creative Artist at SALFO & Associates S.A., I specialize in Tender Designs, Company Profiles, Digital Marketing Visuals, and Brand Identity. My experience on Fiverr, Upwork, and Freelancer enables me to create impactful branding solutions with creativity and precision.

PERSONAL INFORMATION

Nationality	Date of Birth	Saudi Residency
Pakistani	12/06/1994	2565845902

LANGUAGE

English, Arabic, Urdu, Sindhi

EDUCATION

Diploma of Associate Engineering (Mechanical)
Sindh Board of Technical Education, Karachi

Bachelor of Arts in Communication Design (BCD)
University of Sindh, Jamshoro – 2019

CERTIFICATIONS

3Ds Max and 3Ds Maya
Arena Multimedia, Karachi

What I Can Do for You

Adobe Illustrator
- Create unique logos and brand identities
- Design custom vector illustrations
- Develop engaging marketing graphics

Adobe Photoshop
- Perform expert photo editing and retouching
- Design eye-catching print materials like brochures and flyers
- Produce high-quality digital art

Adobe InDesign
- Craft professional layouts for magazines, books, and reports
- Design marketing collateral with strong visual appeal

Adobe Premiere Pro & After Effects
- Design dynamic motion graphics and animations
- Create informative and engaging explainer videos

Microsoft Tools
- Design compelling presentations, documents, and data visuals using PowerPoint, Word, and Excel.

Autodesk 3ds Max
- Develop detailed 3D models and realistic renderings
- Create visualizations for presentations

Autodesk Maya
- Animate characters with lifelike movements
- Build intricate 3D environments

KeyShot
- Render photorealistic product visuals
- Design accurate materials and lighting

Adobe Domination
- Apply advanced 3D design techniques for detailed models and animations

AI Integration
- Automate tasks and speed up processes.
- Generate innovative ideas.
- Quickly generate and refine concepts.

WORK EXPERIENCE

SALFO & Associates SA.
Oct 2023 – Present

Senior Graphic Designer and Creative Head
Responsibilities
- Designed 1000+ tenders and profiles, aiding in successful project acquisitions.
- Created 50+ presentations, boosting client engagement and securing contracts.
- Managed all projects, delivering on time with high satisfaction and fewer revisions.
- Designed 500+ CVs, leading to more interview invitations for clients.
- Edited 500+ photos, enhancing quality and cutting turnaround time.
- Designed 200+ social visuals, significantly improving client engagement.
- Led creative tasks for 1000+ projects, ensuring timely completion and client satisfaction.

SABS University Jamshoro, Pakistan
Mar 2023 – June2023

2D Graphic Animator for HEC Conference

Responsibilities
- Created 20+ 2D animations for the HEC Conference on Student Rights at SABS University.
- Collaborated with stakeholders to align animations with conference themes.
- Delivered high-quality, engaging content within tight deadlines.
- Enhanced audience engagement with clear, visually appealing animations.

Freelancing
Aug 2014 – Present

2D/3D Graphic & Animation Designer

Responsibilities
- Designed logos, branding, and advertising materials for clients
- Developed packaging, book layouts, and infographics
- Created custom illustrations and social media graphics
- Designed company profiles and various promotional materials
- Produced animated videos and motion graphics
- Provided product design and 3D modeling services
- Worked with clients on Fiverr, Upwork, and 99designs

University of Sindh
Jan 2017 – Jan 2019

Graphic Designer (Part Time)

Responsibilities
- Designed newsletters and promotional materials for university events
- Created visually engaging designs for thesis projects
- Developed social media graphics to enhance university communication
- Produced animation designs for various academic and promotional purposes

TEACHING EXPERIENCE

Isra University, Pakistan
Jan 2023 – Apr 2023

Graphic Design Instructor

Responsibilities
- Taught graphic design principles and techniques to vocational students
- Developed curriculum and instructional materials tailored to students' needs
- Provided hands-on training and feedback to enhance students' design skills

Arena Multimedia, Pakistan
Jan 2023 – Apr 2023

Graphic & 3D Design Instructor

Responsibilities
- Instructed multimedia students in advanced graphic and 3D design techniques
- Designed and delivered comprehensive training programs on industry-standard tools
- Guided students through practical projects to build their portfolios and skills

TVET Sector Support Programme (SABS University Jamshoro), Pakistan
Sep 2020 – Sep 2022

3D Architecture Design Instructor

Responsibilities
- Taught 3D architectural design to architecture students
- Developed and implemented training modules focused on 3D modeling and visualization
- Assisted students in applying design concepts to real-world architectural projects

NAVTTC (SABS University Jamshoro), Pakistan
Jan 2020 – Apr 2020

Graphic Design Instructor

Responsibilities
- Provided instruction in graphic design techniques and software to vocational students
- Created engaging lesson plans and practical assignments to support learning outcomes
- Offered constructive feedback to help students refine their design skills

LICENSES & CERTIFICATIONS

Art Director, Graphic Designer
Saudi Council of Engineers

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