

WALEED HASHMI

GRAPHIC DESIGN / UI DESIGNER

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EDUCATION

National College of Arts, Lahore Pakistan

Bachelor Fine of Arts Degree, Communication Design

2011 - 2015 (Honours)

Western Washington University Seattle Near Bellingham, WA USA

Fulbright Scholarship Graphic Design

2013 - 2014 (Diploma)

SKILLS

TECHNICAL

Adobe Photoshop, Illustrator, After Effect, Premiere Pro

Adobe XD, Figma, InDesign Google Suite, Slack,

Monday.com.Basecamp.Proficient in hand Sketching

QUALIFICATIONS

Design Sprints & Agile Methodology Information
Architecture Persona Development Experience
Mapping User Journeys and, Wire-framing,
Hi-Fi Mock-ups Interactive Prototyping

AWARDS

Bramerz Advertising Agency. Oman Award.
Singapore Award.Turkey Award. Wester Washington
University Seattle USA, Facedrive Inc. South Africa.
HOPCP. Cricket Association.

ABOUT ME

I worked in Toronto Greater Area.

I am a highly motivated, result-oriented individual, I like to do impossible things and love to enter into problems for solutions. Always willing to go an extra mile to reach goals and learn along the way. For example, my last job involved meeting specific targets on a daily basis, which I managed and sometimes surpassed while gaining better and effective means of improving the achievement of those goals. I'm confident that if am given an opportunity, I will thrive and deliver quality work within stipulated deadlines. I look forward to contributing my skills and experiences to your organization. Design is so simple. That's why it is so complicated. Design can be an aesthete. I pursue my passion for Design, Concept Art & Specialization in Branding & Advertising. I love to travel and explore the world.

I received Awards Achievements at some of the prestigious awards shows from Bramerz, HOPCP, Oman, South Africa, FaceDrive Inc, Western Washington University Seattle WA, USA, Cricket Association etc.

WORK & EXPERIENCE

Facedrive Inc	Graphic Designer	Mar 2021 Current
Toronto, Canada	Digital Media Design, Graphic Design and UI UX DESIGN <ul style="list-style-type: none">Oversee the creative process and give guidance to the creative team.Set the strategy for the project to solve the client's business problems and generate results.Successfully built the entire brand's identity, designed their merchants.Create Innovative and Engaging Media Designer, UI UX Designer Ads Designer, Loading images,Banners, Sliders, Pop Up, Motion Graphics / Video content for Social Media platforms and Email Campaigns.Design Promotional and event collateral for both Prints and Landing page and Web.Design Print ads and Mock-Ups for Billboards, Posters, Flyers, Cards, Lawn Signs, etc.Develop storylines GIF, Ads Video, Editor video, and animation products.Worked on the company's social media redesign.	
Helping Our People Community Projects Inc.	Junior Graphic Designer	Nov 2019 - Mar 2021
Mississauga, Canada	<ul style="list-style-type: none">Digital Media Desig, Graphic Design and UI UX DESIGNConsultation to rediscover the vision of the centre's Visual identity.Redesign of the brand including Logo, Digital Media Design, Brochures, and Website.	
ContactPoint360	Senior Graphic Designer	Nov 2019 - Mar 2021
Mississauga, Canada	<ul style="list-style-type: none">Successful creation of current ContactPoint360 Branding, Visual identity,and Aesthetic. Event marketing and posters. The programs strategy for project scope and vision.Social Media posts highlighting different messages, Banners, Instagramable Wall, InfluenceLaunch of the Wall, Video and landing Page.	
ShazMedia (Full Media Agency)	Senior Graphic Designer	April 2018 - Jan 2021
Mississauga, Canada	<ul style="list-style-type: none">Collaboration with the cross-functional design team to manage client portfolios ranging from CPG to pharmaceutical corporations. Responsible for executing multiple web/print designs, Social Media Posts Different Messages. within an agile and high paced environment.Clients include:DownTown Brampton BIA, Stereo Type, Starbucks, and many more.	

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WORK EXPERIENCE CONTINUED

Bramerz PVT LTD (Advertising Agency)

Mar 2015- Feb 2018

Pakistan's Leading Digital & Social Media Agency.
Worked as Senior Visualizer with Bramerz (PVT) Ltd.
Lahore, Pakistan

Senior Visualizer

Worked on major clients of the company especially in Food and Beverage and telecommunication on categories. I was also responsible for doing art direction on and visualization on for many of the pitches by the company.

Selected Client List:

Nestle's, Pepsi, Tetra Pak, Samsung, Huawei, Domino Pizza, Coca Cola, wowbox by Telenor, Pakistan Super League Cricket.

Junior Visualizer

Process of working on developing an understanding of handling brands 360o and social media design, ads banners on Digital mediums. The creative idea on and visualization on for the ever-changing & rapidly evolving social mediums.

Selected Client List:

Nestle Good Food, Dawn Bread, Dawn Food, Punjab Group of College, Orient Electronics (Pvt) Rivo Mobile. Sheza International, Rose Petal Professional, Caring Serving Health, Adamjee Insurance.