

MFA.

MY CREATIVE RESUME



Hello... I'm

M. FAHAD HASSAN ALVI

Senior Creative Designer

Having a valuable work experience in the UAE Market.

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LINKEDIN. in/mfahadalvi

NATIONALITY. Pakistan

DATE OF BIRTH. 15 Nov 1988

RELATIONSHIP. Married

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The Torch Tower, Dubai Marina,
Dubai, United Arab Emirates.

ABOUT ME

A dynamic and innovative Senior Graphic & UI/UX designer with 19+ years of professional experience adept at crafting visual stories and seamless digital experiences. With a passion for innovation, I blend creative flair with user-centric design to create impactful solutions. My diverse skill set encompasses both compelling graphic designs and intuitive user interfaces, making me a versatile asset for elevating brand identities and user interactions.

WORK EXPERIENCE

MAY 2022 – PRESENT

PROFESSIONAL FREELANCER

Upwork Global Inc. | California (Remote)

Working as a dedicated full-time Freelance Senior Graphic & UI/UX Designer. With a proven track record of 100+ completed projects, a Top-Rated Badge, 100% Job Score, and \$10,000+ earnings, I excel in brand identity, graphic and web design, print and editorial design, packaging, UI/UX design, social media design, and more.

NOV 2018 – MAY 2022

CREATIVE & BRAND MANAGER

SkyElectric PVT Ltd. | Islamabad, Pakistan. (On-site)

Effectively overseeing creative assets throughout the entire lifecycle of marketing campaigns. Achieved successful TVC launches, orchestrated back-to-back nationwide ATL campaigns encompassing commercial airing, print, outdoor, and digital media. Directing a team of six, comprising designers and marketers.

AUG 2016 – JUL 2017

SENIOR CREATIVE DESIGNER

Innovate Advertising & Marketing | Abu Dhabi, UAE. (On-site)

Crafted compelling marketing campaigns, collaborating with global brand teams for renowned international brands, enhancing sales through captivating concepts and visuals. Led and managed a team of two creative designers.

MAY 2014 – SEP 2016

MANAGER DESIGN & PUBLICATIONS

Edbiz Consulting PVT Ltd. | Islamabad, Pakistan. (On-site)

Conceptualized and developed publications from inception into flagship products, including the Global Islamic Finance Report 2015 & 2016, Islamic Wealth Management Report 2016, and Islamic Financial Review Magazine (ISFIRE). Initiated collaboration with international event management agencies, successfully orchestrating events such as the Global Islamic Finance Awards (GIFA) in Bahrain & Indonesia, Islamic Retail Banking Awards (IRBA) in Dubai, and Global Good Governance Awards in Malaysia.

EDUCATION

2011 – 2013

HIGHER SECONDARY SCHOOL

Rawalpindi Board of Intermediate & Secondary Education

2010 – 2011

DIPLOMA IN GRAPHIC DESIGN

Trade Testing Professional Council,
Established under Skill Development
Association, Govt. of Punjab, Pakistan

2008 – 2010

CERTIFIED ACCOUNTING TECHNICIAN (CAT)

Association of Chartered Certified
Accountants (UK)

SKILLS

Ps ADOBE PHOTOSHOP
★★★★★

Ai ADOBE ILLUSTRATOR
★★★★★

Id ADOBE INDESIGN
★★★★★

Xd ADOBE XD
★★★★★

Figma FIGMA
★★★★★

Pr ADOBE PREMIERE PRO
★★★★★

Ae ADOBE AFTER EFFECTS
★★★★★

W WORDPRESS
★★★★★

BRAND IDENTITY – PRINT DESIGN – GRAPHIC DESIGN – UI/UX DESIGN – DIGITAL DESIGN



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WORK EXPERIENCE

FEB 2013 – APR 2014

LEAD GRAPHIC DESIGNER

Valor Pharmaceuticals PVT Ltd. | Rawalpindi, Pakistan. (On-site)

Conceptualized and crafted compelling product packaging designs that empowered sales teams to surpass their targets. Additionally, created impactful marketing materials, aiding doctors and consumers alike in comprehending the medicine's efficacy and advantages.

JAN 2011 – OCT 2012

GRAPHIC DESIGNER

Roots Millennium Schools | Islamabad, Pakistan. (On-Site)

Oversaw end-to-end publication design for the Department of Qualifications and Curriculum Assessment, along with designing materials for various events, including the Teacher Development Conference and High Achievers Ceremony.

NOV 2007 – JUL 2010

GRAPHIC DESIGNER

SAAD PrintoPack PVT Ltd. | Rawalpindi, Pakistan. (On-Site)

Crafted numerous graphic designs, print materials, and desktop publications, always mindful of cost-effectiveness, and consistently met tight deadlines for multiple clients. Engaged in effective client communication to gather essential assets as an integral part of the process.

APR 2006 – OCT 2007

GRAPHIC DESIGNER

Pap-Board PVT Ltd. | Rawalpindi, Pakistan. (On-Site)

Managed publications design work from start to finish in a team environment and designed a few long documents including a special project of prospectus for Riphah International University 2007.

JUN 2004 – MAR 2006

GRAPHIC DESIGNER

Future Printers | Rawalpindi, Pakistan. (On-Site)

Responsible for managing print publications and design work from concept to print. Worked as an individual to prepare entire publication designs from start to finish.

LANGUAGES



ENGLISH
Proficient



URDU
Native



PUNJABI
Native

AWARDS

JAN 2019

OUTSTANDING PERFORMANCE AWARD 2019

Best performer among the Marketing Department, SkyElectric PVT Ltd.

JAN 2011

COMMITTED & OUTSTANDING DESIGNER AWARD 2011

Issued by Marketing Department, Roots Millennium Schools

CORE EXPERTISE

Graphic Designing



Desktop Publishing



UI/UX Designing



Motion & Video Editing



INTERESTS



Movie



Reading



Sports



Photography



Travel



Food

CERTIFICATIONS

2021

DIGITAL MARKETING 101

SkillUp by Simplilearn

2022

ADVANCED SOCIAL MEDIA CERTIFICATION PROGRAM

SkillUp by Simplilearn

PORTFOLIO LINKS

Behance

[behance.net/mfahadalvi](https://www.behance.net/mfahadalvi)

Full Portfolio RAW:

<https://shorturl.at/orCP3>

Personal Website

www.mfahadalvi.com

REFERENCES

SAIEDAH AL ABBAS

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