

Contact

Phone

+923090286462

Email

areedaafzal5@gmail.com

LINKEDIN

<https://www.linkedin.com/in/areeda-afzal-693a53228/>

Address

Lahore

Education

06/2021

Master of Science: Computer Science,
Islamia University - Bahawalpur

06/2018

Bachelor of Science: Computer Science,
Islamia University - Bahawalpur

Expertise

- UI/UX
- Graphic Designing
- Wireframes
- Prototyping
- User Flows

TOOLS EXPERTISE

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe XD

Language

English

Urdu

AREEDA AFZAL

GRAPHIC DESIGNER

Deadline-driven Graphic Designer focused on overseeing projects from concept through final delivery. Successfully creates brand messages, strategies and key graphic productions. Resourceful and hardworking with vendor sourcing expertise and empowering leadership skills illustrated over 2.5 years of industry success.

Experience

12/2023 - Current

Stardom Now - Lahore, Pakistan

Graphic Designer

Employed design fundamentals when selecting typography, composition, layout, and color in design work. Implemented design feedback from Manager and internal stakeholders to improve project outcomes. Completed in-depth product design tests using updated software tools.

04/2023 - 12/2023

Ekkel AI - Lahore, Pakistan

Graphic Designer

Developed creative design for print materials, brochures, banners, and signs. Created digital image files for use in digital and traditional printing methods. Completed final touches for projects such as images sizes and font selection. Collaborated with content and marketing teams to confirm design compliance with brand guidelines. Employed design fundamentals when selecting typography, composition, layout, and color in design work. Implemented design feedback from customers and internal stakeholders to improve project outcomes. Completed in-depth product design tests using updated software tools. Mentored junior designers and provided design guidance to improve standards of overall team output. Researched trends and projected industry changes to capitalize on emerging opportunities. Designed creative digital displays used in online advertising for local businesses. Twinly Ekkel brandview Syncra

11/2021 - 12/2022

Top Edge Technology - Multan, Pakistan

Graphic Designer

Developed the UI's of many android apps. Developed creative design for print materials, brochures, banners, and signs. Completed final touches for projects such as images sizes and font selection. LINKEDIN PROFESSIONAL SUMMARY EXPERIENCE Developed application UIs via emerging front-end technologies. Recommended design changes and iterative updates to IT manager. Communicated with product managers and UX designers to translate project requirements and business objectives into polished user interfaces. Used Agile planning principles to deliver tailored solutions that met customer requirements. Used wireframes, mock-ups and prototypes to establish user interface design and architecture.