



MUHAMMAD AYAZ ALI

GRAPHIC DESIGNER, VIDEO EDITOR & SOCIAL MEDIA SPECIALIST



PROFILE

An enthusiast of creative designing who graduated in software engineering & optimized their combine use. Proficiency evident from 7 years' services to sectors including eCommerce, Marketing Agencies and Software houses for content development i.e print design, Branding, Typography, Video Editing, Illustrations, Photography, Packaging, Social Media handling etc

CONTACT

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EXPERIENCE

Graphic Designer | Photographer | Consultant April 2019 - Current

[Dubai Cares - Dubai - UAE](#)

Graphic Designing, Photography, Video Editing, Social Media Handling, Web Development

Freelance Digital Designer | Video Editor Feb 2019 - Dec 2019

[DDB - Dubai - UAE](#)

Graphic Designing, Video Editing, Social Media Posters

Freelance Graphic Designing Jan 2019 - Feb 2019

[JK58 - Dubai - UAE](#)

Graphic Designing, Artwork finalizer

Freelance Digital Designer May 2018 - July 2018

[Trendeo - Germany](#)

Social Media Designing, Video Editing

Art Director Mar 2016 -April 2018

[DODUAE - Sharjah - UAE](#)

Graphic Designing, Photography, Videography, Campaign Designing, Social Media Handling

SKILLS & EXPERTIZE

Photoshop		Creativity	
Illustrator		Flexibility	
Dreamweaver		Work in group	
AfterEffects		Time Management	
Indesign		Leadership	
Powerpoint		Planning	

EDUCATION

Bachelors in Software Engineering 2011 - 2015

Foundation University / Islamabad, PK



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BRANDS I WORKED WITH:

SEPHORA



DDB^o



REFERENCES

Lilian Sayegh

Senior Marketing Manager

Dubai Care

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Shermin

Advisor, Communications and Marketing

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EXPERIENCE CONTINUED

Graphic Designer | Photographer | Consultant Apr 2019 - Current

Dubai Cares

My notable value addition is as follows:

- Provide graphic design support for the team and the entire organization, particularly Fundraising, Community Engagement and Programs
- Design web pages, brochures, logos, signs, books, magazine covers, infographics, annual reports, advertisements, and other communication materials
- Provide video production support for the Communications team
- Act as the primary photographer and videographer including animations with consultation with the Digital Media Manager
- Retouch images and edit videos
- Contribute to the planning and implementation of digital marketing campaigns
- Support with organizing and attending events and initiatives organized locally and abroad
- Maintain archives of all marketing files including shared drives and content libraries for faster retrieval of documents, photos and videos.
- Support the team by coordinating and collating content to support campaigns and marketing activities and execute them.
- Support the team in their operations and administrative needs such as filling out procurement request forms, compare vendor quotations, and make recommendations.
- Developing post-campaign presentation and debrief reports
- Contribute to increasing the total numbers of supporters in the Dubai Cares database
- Ensure continuous update of the Dubai Cares website
- Create emailers on mailchimp as per campaign requirements

Art Director

March 2016 - April 2018

DODUAE

The summary of design approach/work is as follows;

Monitoring the KPI's of branding campaigns on all platforms to enhance the impact of design productions.

Leading a team of three happy designers to develop graphic and publishing materials.

Developing graphic designs (web, animation, video), wireframes, and page designs.

Increase in business transactions by approx 85%.