



Unsa Shahzad

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Gujranwala (Pakistan)

ABOUT ME

"As a versatile creative powerhouse, I channel my boundless passion and purpose into the realms of graphic design, UI/UX, video editing, and social media management. With an unwavering commitment to crafting experiences that transcend the ordinary, my motto is to conjure visual magic that doesn't just catch the eye but resonates deep within the viewer. Whether meticulously refining user interfaces, seamlessly editing videos, or curating captivating social media content, each stroke, cut, and post is infused with the singular goal of speaking louder than words. In my world, design is a multisensory journey where every visual element tells a compelling story, and every click sparks a connection that lasts beyond the screen."

WORK EXPERIENCE

Graphic Designer

Skyline Business Solutions [1 Dec 2020 – Current]

Address: Mumtazz Market Opp. Chaseup Mall , 52210 Gujranwala (Pakistan)

Executed digital marketing campaigns at Skyline Business Solutions, designing engaging visual content that contributed to a 30% increase in social media followers and a 25% boost in website traffic.

Collaborated with marketing teams to develop and implement visual elements for email marketing campaigns, resulting in a significant improvement in click-through rates.

Proficient in Adobe Creative Suite, including Photoshop, Illustrator, and InDesign, with a strong foundation in design principles and typography.

Expertise in creating visually appealing graphics for print and digital media.

Proficient in UI/UX design principles, wireframing, and prototyping tools such as Adobe XD.

Graphic Designer (Remote Job)

Millionaire Network Automation [15 May 2023 – 20 May 2024]

City: Guatemala | **Country:** United States

Expertise in graphic design with proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign).

Proven track record in marketing strategy development and implementation, encompassing digital and traditional channels.

Comprehensive knowledge of UI/UX design principles, wireframing, prototyping tools, and product design processes.

Experience in click funnel website creation for effective lead generation and conversion optimization.

Served as Senior Graphic Designer at Millionaire Network Automation, leading a creative team to produce visually compelling marketing materials that consistently exceeded client expectations.

Developed and executed result-oriented marketing strategies, contributing to a 25% increase in brand visibility and customer engagement.

Graphic Designer

Eduthentic IT Solutions [10 Apr 2019 – 16 Sep 2020]

City: Gujranwala | **Country:** Pakistan

Led the video editing team at Eduthentic IT Solutions, producing high-quality promotional videos that contributed to a 20% increase in online engagement.

Developed and executed a variety of design projects for Eduthentic IT Solutions, including branding materials, social media graphics, and print collateral, resulting in a cohesive and recognizable brand identity.

Expertise in character animation using industry-standard software, including Adobe After Effects and others. Proficient in rigging, keyframing, and character design, with a keen eye for detail in bringing animated narratives to life.

EDUCATION AND TRAINING

Virtual University of Pakistan (VU) Bachelor of Business & Information Technology (BBIT)

Virtual University of Pakistan [7 Mar 2024 – Current]

City: Gujranwala | Website: <https://www.vu.edu.pk/>

Intermediate with Computer Science

Millat Science College [11 Jun 2019 – 14 Oct 2021]

Address: Nosharah Road Gujranwala, 52210 Gujranwala

Matriculation

Azeem Ideal School [18 Jul 2015 – 25 Jul 2017]

City: Gujranwala

Creative Designing

Punjab Board of Technical Education Lahore [15 Sep 2020 – 14 Dec 2020]

City: Lahore

UI / UX Designing

ehunar - Hunarmand Kamyab Jawan Program [16 Jul 2023 – 16 Sep 2023]

City: Gujranwala

LANGUAGE SKILLS

Mother tongue(s): Urdu

Other language(s):

English

LISTENING B2 **READING** B2 **WRITING** B1

SPOKEN PRODUCTION B1 **SPOKEN INTERACTION** B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Figma & Adobe XD / Adobe(Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe InDesign, Adobe Premiere) / High logic Font Creator / Microsoft Excel / coral draw / Video editing (Sony Vegas 13) / Doodly / Video Scribe / Microsoft Word / Microsoft Powerpoint / Click Funnels