



Abdul Rehman Haider.

Portfolio: www.abdulrehmanhaider.com

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Creative Graphic Designer & Motion Graphics Artist

LinkedIn Skill Assessments Passed

✓ Adobe After Effects ✓ Adobe Premier Pro ✓ Adobe Illustrator ✓ Adobe XD



English Urdu & Punjabi
Conversational Native

► Professional Summary

With over 7+ years of experience in Graphics Design, UI/UX Design & Motion Graphics, I am a creative and strategic designer who can deliver engaging and effective digital designs. I am passionate about human-centered design thinking and modern design patterns, and I always look for inspiration from the world around me. I focus on the user's needs, preferences, and emotions, and aim to create positive and memorable experiences with my designs. I am also a team player, who values collaboration, feedback, and learning.

► Top Skills

- Concept Development
- Storyboarding
- Usability Testing
- User Experience (UX)
- User Interface Design (UI)
- Interaction Design
- Adobe Creative Suite
- Figma
- Mobile Design
- Advertising
- Branding
- Collateral
- Typography
- Logo Design
- Photography

► Education & Diploma

Certified Graphic Designer

Experts Training & Solutions October 2014

Motion Graphics

LinkedIn Learning November 2020

Certified Web Designer

Experts Training & Solutions October 2015

Interaction Design: Interface

LinkedIn Learning October 2020

► Work Experience

Creative Graphic Designer

IndusTrack LLC | United States Apr 2023 - Nov 2023 (08 months)

Rebranded the Company Logo.

Enhanced overall website UX and visuals.

Made changes and published new Branding Kit for the company.

Created a consistent and modern theme for Social Media.

Made reels for Social Media and YouTube Shorts.

Made new Video Testimonials for YouTube.

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► Work Experience

Marketing Design Manager

Khayyam Food Court | Pakistan

Jul 2020 - Dec 2022 (2 years 6 months)

Conceptualized creative ideas for advertising campaigns.

Developed collateral materials.

Created and published Meta-ad's designs.

Rebranded collateral.

Motion Graphic & UI/UX Designer

Content Arcade (Pvt.) Ltd. | Pakistan

Aug 2017 - Jun 2022 (4 years 10 months)

Made 2D Motion Graphics videos for products and services.

Promotional videos for Android and iOS Apps.

Generated walkthrough animations for Mobile Apps.

Made videos concept and wrote scripts.

UI designing for Android, iOS & MacOS Apps.

UX engineering for existing apps on GooglePlay & AppStore.

Created templates for various Apps.

Freelance Graphic Designer

Design Brisk (Pvt.) Ltd. | Pakistan

Feb 2016 - Aug 2017 (1 year 7 months)

Created advertising material for outdoor campaigns including Billboards, Steamers, LED Advertising Screens and Brochures & Flyers.

Made wire frames of outdoor campaigns over the big picture concepts.

Graphic Designer

Silk Communications (Pvt.) Ltd. | Pakistan

Mar 2015 - Aug 2017 (2 years 6 months)

Created advertising material for print media.

Designed brochures and flyers for various clients.

Re-branded all the company products.

Designed and launched company website.

Logo Designer

Fiverr International Ltd.

Oct 2014 - Feb 2016 (1 year 5 months)

- Monograms (Lettermarks)
- Pictorial Mark Logos
- Mascot Logos
- Wordmark Logos
- Abstract Logo
- Dynamic Logos

► Certifications & Licenses

Motion Graphics for Social Media

Creating a TV Stinger

Modeling Characters in Cinema 4D

The Art of Rotoscoping

Character Animation: Locomotion

Mograph Techniques: Rigging a Robot Arm in Cinema 4D

The 22 Immutable Laws of Branding (Blinkist Summary)

Critical Thinking for Better Judgment and Decision Making