

# OBJECTIVE

10+ years of experience in Designing, Advertising and Digital Marketing. Having a talent of handling unique client requests. Knowledge of graphic design, social media marketing, SEO, wordpress, video editing and creative strategy. Currently seeking a position of Creative Manager/Art Director to advance my career and help businesses grow by creating USPs and increasing sales by innovative strategies and brand awareness.



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(online portfolio)

# Owaais Gilani

Creative Manager | Designer | Digital Marketer

## SKILLS

I can increase your brand's visual identity by designing creative graphic designs for brand awareness and name recognition. Multi-talented with good all-round professional skills for developing websites, designing UI/UX & then marketing business online for potential leads & revenue generation via digital sales. Having hands-on experience in Adobe Creative Cloud specializing in illustrator, photoshop and XD. Creating engaging & promotional videos, doing SEO and reporting KPIs for constant & phenomenal business growth. I have worked on different creative & marketing projects for several clients in UAE, Canada & Pakistan. I offer friendly & working UI Designs, Social Media Designs & Graphics which play a major role in increasing sales and getting new clients.

## SOFTWARES



## EXPERTISE

### BRANDING



### STATIONERY DESIGN



### UX DESIGNING



### VIDEO EDITING



### DIGITAL MARKETING



### HOSTING & DOMAINS



### EVENT ORGANIZING



### PROJECT MANAGEMENT



# ABOUT ME

NATIONALITY ————— Pakistani  
RELIGION ————— Islam  
MARITAL STATUS ————— Married  
DATE OF BIRTH ————— 29 Jan. 1988  
DRIVING LICENSE ————— UAE (Car+Bike)



# LANGUAGES

ENGLISH (read, write, speak) ██████████  
URDU (read, write, speak) ██████████  
HINDI (speak) ██████████  
PUNJABI (read, speak) ██████████

## CERTIFICATIONS



- Ads Certification
- UX Design
- Fundamentals of Digital Marketing
- Technical Support Fundamentals



- Digital Marketing
- Graphic Design



- Multimedia Arts
- Photography



- Fashion Designer
- Digital Marketing Specialist

## EXPERIENCE

### CREATIVE DESIGN MANAGER

DirectFN | Pakistan (2016-Present)

Software Development Center: FinTECH

- Designed UI/UX for web applications, softwares & mobile apps of banking sector and financial industry.
- Developed websites in wordpress.
- Designed marketing presentations & motion graphics.
- Designed complete stationery and branding.
- Designed socials posts for print and online media.
- Designed video app intros and product openers.
- Planned advertising campaigns & marketing strategies.
- Managed projects & design teams to deliver cost effective and profitable projects.

### SR. UI/UX GRAPHIC DESIGNER

MDVision | Pakistan (2020-2021)

(Software, Tech & BPO: US based Healthcare)

- Designed digital marketing material.
- Created brand identity and developed websites for art gallery, advertising agency and healthcare professionals including logos, images and content.
- Designed UI of websites with wireframes & prototypes.
- Worked with sales & public relations team for creative designs and marketing strategies.
- Managed SEO and SMM with web developers.

### DIGITAL MARKETING EXECUTIVE

Meeting Minds Experts | UAE (2013-2016)

(Event & Conference Organizing Professionals)

- Designed graphics & developed websites for all conferences and events held in Dubai & Abu Dhabi.
- Designed logos, brochures, program books, sponsorship prospectus and stationery designs.
- Managed hosting, SEO, SMM, social platform ads and google Ad campaigns.
- Configured routers and switches with basic connectivity and networking.
- Worked on EventsAir, Zoho CRM & Email Marketing.

## EDUCATION

### BACHELOR OF ARTS

University of the Punjab | Pakistan

2008-2010

Completed a two year bachelor's degree from Lahore, Pakistan with major subjects of Political Science, Journalism and Statistics.

### HIGHER SECONDARY SCHOOL

Misber College | Pakistan

2004-2006

Completed higher secondary school diploma (intermediate) in 1st division from Lahore, Pakistan with major subjects of Mathematics, Statistics, Economics.

### SECONDARY SCHOOL

The Punjab School | Pakistan

2002-2004

Passed secondary school diploma from Lahore, Pakistan in 1st division with Computer Science and elementary science subjects.

## INTERESTS



### EXERCISE

Love to go to Gym and exercise.



### OUTING

Hanging out with friends and family.



### MOVIES

Love to watch hollywood movies



### INTERNET

Surfing internet for latest technologies.