

# OWAIS GILANI



## OBJECTIVE

A decade of experience in Designing, Advertising and Digital Marketing. Currently seeking a position of Creative Director/Art Director to advance my career and help businesses grow, by designing creative art branding, Ui Ux and increasing sales with innovative strategies and brand promotions.

## CONTACT DETAILS

- +92 (0)321 4808 303
- owaisgilani@hotmail.com
- www.owaisgilani.com
- Lahore, Pakistan

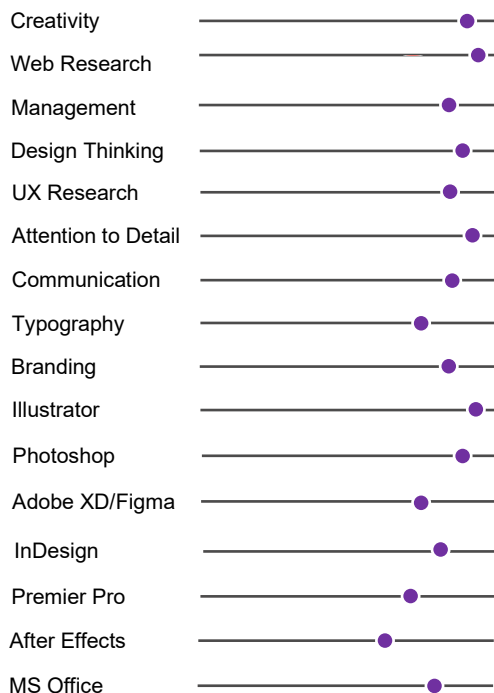
- Experienced in Adobe Creative Cloud specializing in illustrator and photoshop.
- Contributed to creative design and digital marketing projects for clients in UAE, KSA, USA, UK, Australia, Canada and Pakistan.
- Developed websites and graphics for software, healthcare, fintech, events, and marketing industry, resulting in growth of online sales and brand awareness.
- I have boosted companies in achieving a 30% increment in revenue via creating engaging videos, Ui designs, SEO, and social media graphics.
- Directed complete branding of exhibitions and contributed to book more than 50,000 delegates for several conferences in Dubai.

## EDUCATION

**Graduation** Bachelor of Arts (2010)  
University of the Punjab / PK

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

## SKILLS



## JOB & EXPERIENCE

**2016-Present** Creative Design Manager  
DirectFN / Lahore, Pakistan

- Designed flyers, brochures, logos for marketing which supported in brand awareness and increased sales by 35% over the last 7 years.
- Initiated UX research to generate user friendly designs which helped in software recognition and more user subscriptions.
- Achieved 25% increment in followers on social platforms with attractive graphic designs and production of artwork and print.
- Designed marketing presentations, illustrations and typography assets.
- Created video intros and promotional ads which resulted in business growth.
- Coordinated with marketing teams to deliver cost effective and profitable applications by leading teams of vendors, contractors and other managers.
- Provided creative & technical advice and guidance to production teams, publishers and clients on design and technical graphic issues.
- Developed wordpress websites to market business in digital world.

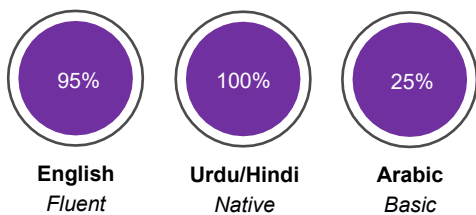
**2020-2021** Senior UI/UX Graphic Designer  
MDVision / Lahore, Pakistan

- Designed digital marketing material such as logos and stationery designs.
- Crafted wireframes and prototypes for developers which slashed bug fixing, resulting in mature app & software development.
- Facilitated sales & public relations team for creative designs and marketing strategies and coordinated with printers, photographers & event planners.
- Initiated SEO and SMM with web developers which helped in promoting websites and increased organic traffic by 60%.
- Assisted healthcare professionals virtually for design and marketing campaigns. Identified and recommended contractors for printing & marketing.
- Contributed to content creation to attract potential clients.
- Developed websites for several clients and trained them to increase online sales by 15% in a month using a content management system.
- Managed google ads, Facebook ad campaigns and generated analytical reports for business performance and growth.

## EXPERTISE



## LANGUAGES



## CERTIFICATIONS



### Google Certifications Online / Digital Platforms

- Google Ads
- Google Analytics
- Google UX Design from Coursera
- Fundamentals of Digital Marketing
- Technical Support Fundamentals



### Shaw Academy Online / Dublin, Ireland

- Digital Marketing Diploma
- Graphic Design Diploma



### National College of Arts 6 months diploma / Lahore, Pakistan

- Multimedia Arts
- Photography



### LinkedIn Certifications Online / LinkedIn Learning

- Graphic Designer
- Digital Marketing Specialist

## JOB & EXPERIENCE

2013-2016

### Digital Marketing Executive

Meeting Minds Experts / Dubai, UAE

- Designed graphics & developed websites for all conferences and events held in Dubai & Abu Dhabi. Marketed events via e-newsletters globally.
- Produced logos, brochures, program books, sponsorship prospectus, ads stationery designs, business cards, letterheads, roll-up banners and flyers.
- Managed hosting, domains, emails and negotiated with hosting providers which helped in cutting the server expense to 40%.
- Analyzed and tested google ads campaign to boost the upcoming events online, resulting in 30% increment of early bird registration on websites.
- Supervised printing and packaging for all conferences, slashing the cost by 30% for each project.
- Provided on-site IT support to international delegates.
- Implemented digital marketing improvements, working in close collaboration with conference producers and managing partners.
- Trained internees in graphic design, web research and proof reading.
- Explored Events Air, Zoho CRM and email marketing.

2009-2013

### Free Lance Graphic Designer

Dezinic / Lahore, Pakistan

- Designed and developed wordpress websites for international clients.
- Maintained hosting, domains, and emails for clients.
- Produced creative graphics, multimedia designs, 3D designs, marketing materials and billboard design for cinemas and small businesses.
- Collaborated with international clients to boost their online presence with interactive designs and social media post designs.
- Promoted websites with on-page SEO and off-page SEO.
- Created brand identities for small business owners.
- Provided virtual IT support and troubleshooting for mobiles and desktops.

## INTERESTS & HOBBIES



### Learn

Watch online tutorials for latest softwares to keep my self updated.



### Web Research

Surfing internet for new tools & skills to increase productivity.



### Photography

Taking photos at events to learn better composition and visual balance.



### Travel

Hanging out with friends & family for entertainment and socializing with people.

## Want to hire me?

Let's connect and explore how can I assist you in achieving your business goals.

