



# M HASSAN

SENIOR GRAPHIC DESIGNER

+92 300 4607 202

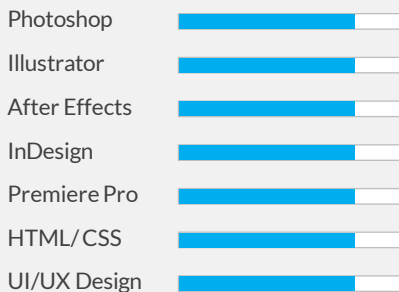
husmaher@gmail.com

[www.muhammadhassan.net](http://www.muhammadhassan.net)

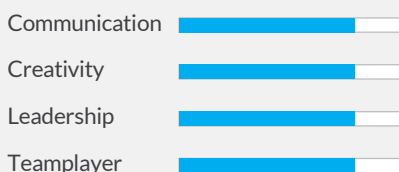
## About me

Detail-oriented and organized graphic designer coordinator with 10+ years of experience delivering reliable, creative, and impactful results. Experienced in collaborative client work, brand identity, and practical, innovative website design. Seeking an opportunity to support brand development and enhance the customer experience with Print.

## Skills



## Interests



## Language

English 70%

## Education

### Garrison Public High School | High School

2009 - 2013

Studied Biology Physics Chemistry

### Peak Sloution College | College | ICS

2014 - 2016

Computer Sciences and Information Technology

## Certifications

- Professional Certificate in Graphic Design
- UX Design Professional Certificate

## Work Experience

### Senior Graphic Designer

May 2021 - Present

[Ripton Solutions](#) | Remote

- Created graphics for 50+ products
- Pitched ideas to graphic design team and clients based on design principles and knowledge of current trends
- Managed 4 projects at a time with 96% of projects completed before their deadlines, increasing client satisfaction by 19%
- Created mock-up website pages for 33 vendor stands
- Designed 80+ social media posts based on current trends and brand
- Created graphic design standards for motion graphic assets, which improved brand consistency for 6 teams
- Collaborated with Marketing, PR, and Social Media teams to design graphics, boosting social engagement by 32%
- Mentored and instructed a small team of 6, including junior designers and videographers
- Developed concepts and designs for 10 clients, including consumer products, electronics and enterprise technology, utilizing Adobe Photoshop and Illustrator
- Created design elements for and edited PowerPoint presentations given by the CEO to shareholders and the entire 50-person company
- Designed visual content for Facebook and Instagram posts, which, in total, received over 1,600 points of engagement
- Revamped company logo and business cards, boosting brand image
- Designed the layout and graphics for a new email campaign in collaboration with the marketing and web development teams, which improved conversion rate by 22%
- Supported the sales team in creating sales materials, including tradeshow ephemera and displays, which resulted in 25+ new enterprise customers
- Worked with the product development team to develop packaging and manuals for all products, utilizing Adobe InDesign and Photoshop
- Led design of marketing campaigns for events, including 3 training books, 5 dealer meetings, and 11 trip brochures
- Redesigned company letterhead, business cards, and PowerPoint presentation template with modern aesthetics, used regularly by all 100+ people within the company
- Created performance-based landing pages, banner ads, and emails to improve the number of leads by 35%
- Built compelling presentation decks, one-pagers, and other marketing materials issued regularly by executives to entire company plus potential customers
- Built compelling presentation decks, one-pagers, and other marketing materials issued regularly by executives to entire company plus potential customers

### Senior Graphic Designer

July 2018 to April 2021

[Xs4 Financial Management](#) | Lahore

- Designed promotional event materials like t-shirts and banners for use at 20+ tradeshows

- Edited still photos for customer app, and recommended changes that improved the user experience by 10%
- Designed direct-mail flyer to send to 150+ customers, and increased response rate by 12%
- Created data analytics report to analyze the successes and failures of 9 different marketing campaigns
- Used PowerPoint to create a re-usable presentation template that became the company standard for internal presentations, sales presentations, and shareholder presentations
- Partnered with another intern to redesign the shipping label, which management adopted for its modern appeal
- Utilized market research and trend analysis to identify 11 areas of growth in design strategies to attract new clients
- Collaborated with editorial, product marketing, social, and creative teams to design marketing video assets, improving overall ad performance by 17%
- Coordinated with marketing, PR, and social media teams to craft graphics that boosted social engagement by 29%
- Handled 75% of graphic design marketing materials
- Collaborated with the sales team to create sales materials, resulting in 32+ new enterprise customers
- Managed vendors from bidding to the final product, reducing costs by 13% and improving efficiency by 10%
- Crafted and edited design elements for 12 CEO PowerPoint presentations to 6K+ shareholders
- Updated motion graphic assets to reflect company rebranding
- Utilized HTML and CSS to create mock custom graphics for a product that launched to 270+ businesses
- Created concepts and designs for 11 clients
- Designed the layout and graphics for a new email campaign, improving the conversion rate by 24%
- Crafted 75+ static and video assets, utilizing different styles and approaches, most of which were included in public campaign efforts
- Created original graphics for their 2021 campaign, which reached over 800K viewers across 4 social media platforms
- Designed visual content for Facebook and Instagram posts, which in total received over 2.8M+ points of engagement
- Revamped brand identity, refocusing on more trend awareness, increasing average time on the website by 23%
- Collaborated with the sales team to create sales materials, including tradeshow displays, which resulted in 27+ new customers
- Designed and outlined brand identity, including the logo, typography, color palettes, shapes, and social media graphics
- Developed 15+ key branded designs for blog and social media use

---

## Game Designer | UI UX

November 2016 to June 2018

[Game District](#) | Lahore

- Designed and drove the vision and implementation of features and game systems.
- Developed ideas for gameplay throughout the player life-cycle.
- Worked within existing systems and expanded them, including integrating feedback from UX testing.
- Partnered with other teams to consider the game design and player engagement targets.
- Created and tuned content to create accessible but deep experiences for players.
- Designed and co-wrote 5 AAA released game titles.
- Improved player success rate by 150% as a result of close collaboration with the UX team and developing a set of measurable tests and questionnaires.
- Built gameplay scenarios in various styles and for different purposes.
- Created gameplay moments, including narrative events, combat encounters, and points of interest within the game world.
- Collaborated with partner teams to ensure a cohesive and coherent scenario experience.
- Worked with engineers on developing and maintaining scenario building functionality that redefined design boundaries.
- Authored and reviewed design documentation.
- Created over 200 levels for various Sci-Fi and Fantasy Action-RPG games.

---

## Graphic Designer

November 2014 to February 2016

[Mattoo Sons](#) | Lahore

- Worked collaboratively with marketing team to design and print a new brochure for the California area, which was sent to over 30,000 potential customers
- Designed and produced art and copy layouts for visual communication media, including collateral, branding, identity, packaging, retail scape, and large format graphics
- Introduced an asset database shared by all design teams, which about 30 hours of work every week by streamlining the discovery of existing assets
- Hired a junior graphic designer and videographer, and oversaw the onboarding for the team of 3
- Re-designed FDA-compliant product labels for entire product line, including graphics and layouts, which resulted in 10% more sales by volume
- Created witty marketing brochure, which is displayed in over 400 stores across the country and received a small viral response (500+ likes) on Facebook
- Used PowerPoint to create customized sales presentation decks for 11 different operators, 6 of whom became customers
- Collaborated with outside marketing firm to create graphics for social media marketing campaigns that generated over \$100,000 in new revenue
- Led design, development, and printing of experimental direct-mail flyer, which increased responses by 4%
- Assisted in editing the preliminary layout of company's annual catalog sent to 5,000 companies
- Contributed several new components to DreamWorks brand standards, which were adopted by 3 teams

- Spearheaded rebranding initiative to modernize color palette, typography, website layout, text layout, and logos, increasing time-on-site by 37%, brand awareness by 41%, and social media likes by 22%
- Collaborated with marketing and branding teams to revise designs, improving sales revenue by 18%
- Ensured packaging consistency across 50+ brands, resulting in an overall 94% client satisfaction score
- Designed website and magazine layout and branding, increasing time spent on site by 46%

---

## Graphic Designer

January 2012 to October 2014

Yours Domain | Lahore

- Designed creative across all channels: advertising, collateral, videos, social media, web development, and video editing
- Designed, built, and edited detailed product demo video with over 25,000 views across landing page and customer emails
- Mentored 3 interns, overseeing project creation and edits for image ads for social media campaigns

---

## Accountant

Lead Grammar School | Lahore

- Made excel sheet of student fees
- Took daily attendance of all the teacher and student
- Handled all the expenses

---

## Customer Relations Associate

SAHARA for Life Trust | Lahore

- Did unpaid internship to help collect fund for their NGO

---

## Polio Health Officer | Lahore

- Went with our local health department administrated polio drops to our community Childers



## Projects

---

### Portfolio Site

- Used HTML and CSS to design and create a custom portfolio website highlighting my work
- Used Adobe Illustrator to build a personal logo

### Recipe Posters

- Designed a matching set of posters for Asian-inspired recipes, including custom graphics and a character to highlight tips about each recipe
- Designed a corresponding set of t-shirts for the recipe campaign

### Naked & Afraid Gaming Community Website and Game Servers

- Used HTML and CSS to design and create a custom website highlighting game called ARK Survival Evolved for a gaming community



## Reference

Will be furnished on demand