

Portfolio

2024



Graphic Designer & Art Director

HELLO !

I am

Syed Zeeshan Ali

ABOUT ME

A professional more than 7 years of invaluable hands-on experience in handling several simultaneous creative design projects, concept creations, graphic design, animation, and visual conceptualisation. Equipped with the ability to escalate brand awareness by utilising skills gained in the creative industry, being able to identify opportunities, overcome objections, and build long-term mutually beneficial relationships with vendors, workforce, and clients, establishing a successful and lucrative company.



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 Syed Zeeshan Ali

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 Sshany Aly

 Berlin, Germany

Curriculum Vitae

Technical Skills

Adobe Illustrator – Advanced
Adobe InDesign – Advanced
Adobe Photoshop – Advanced
Adobe Premier – Intermediate
Adobe After Effect – Intermediate

Functional Skills

Shopify Plus
Figma
Stakeholder Management
Cross Functional Team
Management
Presentation
Elevator Pitch
Project Management
Agile
KPI Evaluation

Projects

National Geographic
Smiley
Lagadare
Starbucks
Berlinale
Dussmann
Jaeger Art
Jashanmal Dubai
PWC
Facebook
Google
Åhléns
Jägermeister

Museum Projects

Rijksmuseum Amsterdam
National Gallery London
Museo del Prado
Tate London
Musée du Louvre Paris
Van Gogh Museum
MoMA
J. Paul Getty Museum

My Work History

LOQI GmbH – Graphic Designer / Art Director

08.2019 – Present

- Standardizing templates in Adobe InDesign, Illustrator, and Photoshop.
- Conceptualizing and creating advertising content for social media (Facebook, LinkedIn, Instagram), websites, billboards, and trade shows.
- Collecting and analyzing raw data from various clients (e.g., museums, artists) to create samples.
- Overseeing new product launch procedures.

Forsman & Bodenfors / Saatchi & Saatchi (Stockholm) Intern Art Director

09.2017 – 12.2017

- Conceptualization of design animations for “Wetterling” Gallery’s event promotion.
- Promotional campaign for Gaming Application “Phone Slinger”.
- Conceptualizing & leveraging for “The Swedish Union Of Tenant” organization for black market awareness.
- Created design and prepared advertisement concept for Mobile Application “Twinning Tea”.
- Developed creative advertising content for “Bob Sylt” TV ads and Tui” traveling service.

Chimney (Berlin) Intern Art Director

07.2017 – 09.2017

- Developed promotional content for famous animal channel to be displayed in Singapore Airport.
- Conceptualization for promotional content for dental issues in children for a renowned Doctor in Berlin.
- Leverage rebranding expertise in enhancing client’s corporate image to ensure profitability and business growth
- Design the new packaging and posters (Story-telling) for an old Baking soda brand
- Developed concept for Sales attack strategy for different famous Brand and products (produced in different countries).

Liberty Mills Limited (Pakistan) Marketing Executive Manager

11.2013 – 02.2015

- Negotiation and arrangement of raw fabrics from cotton supplier
- Managing the production of the fabrics
- Quality testing and reporting of fabrics which included garments design and approval for bulk production

Gertex Sourcing Inc (Pakistan) Merchandiser and Design Technician

08.2010 – 09.2013

- Negotiation and arrangement of raw denim fabrics from suppliers
- Managing the accessories for making sample (Denim garments)
- R&D for the future fabrications in international markets

Century 21 (Pakistan) Junior Designer and Brand Promoter

07.2009 – 06.2010

- Conceptualization and designing for launching clothing brand for famous POP music band “Strings” in Pakistan.

My Education

- Art Directions From Miami Ad School (Berlin).
07.2016 – 07.2018
- Graduate in Textile B Tech (Pass) Indus University Pakistan.
09.2011 – 11.2015
- Diploma in Textile Designing (Printing & weaving) Karachi School of Arts.
08.2004 – 08.2008
- Certificate in Fashion Garments Pattern Making Asian Institute of Fashion Design, Pakistan.
05.2014 – 11.2017
- Diploma in Graphic Designing Arena Multimedia, Karachi, Pakistan
01.2010 – 12.2010
- Certificate in CAD Cam (Textile Graphics) Karachi School of Arts.
06.2007 – 10.2007

My Hobbies

- Drawing
- Reading
- Swimming
- Movies

Language Skills

English – Professional
German – Conversational

Design Expertise

Layout Design
Brand Design
Print Design
Motion Design
Packaging Design
Art Directions