

e x p e r i e n c e

Freelance Art Director - Eyemart Express

Responsible for design and programming HTML banners in consistence with their brand and promotions, Designing and execute print posters and newspaper ads. Providing best creative solutions for ongoing requirements.

Freelance Art Director - MRG Medical Resource Group

Responsible for overseeing all branding and advertising, ensuring that all creative work is consistent with the requirements and desired image. Design and execute all print,web-based and Power Point Presentation projects. Setting up branding consistency, providing best creative solutions for ongoing requirements.

Freelance Senior Art Director - Lockton

Responsible for overseeing all branding and advertising for clients ensuring that all creative work is consistent with the clients' requirements and desired image. Design and execute all print,web-based and Power Point Presentation projects. Setting up branding for various clients.

Clients: IDEX, Brookfield, Trugreen, Timken, Reynolds, Monrygram, Zachry and more

Art Director - Targetbase (2015- July 2017)

Understanding data sources and strategically developing direct and digital marketing solutions through consumer driven useful data. Applying intelligence and creating experiences through creative multi-channel campaigns. Campaign deliverables included web, mobile and print designs for domestic audiences.

Clients: Honda, Acura, GSK - Anoro, GSK - Shingrix, GSK - Benlysta, GSK - Tanzeum, Abbott - Ensure and more

Art Director - PartnerComm (2010 - April 2015)

Developed multi-channel campaigns, web application design, team leadership, client-facing consultation and presentation for developing new business. Provide art direction, graphic design, and corporate brand strategy for Fortune 500 companies. Campaign deliverables include web, mobile, video, web and native applications and environmental design for both domestic and international audiences.

Clients: Rockwell Automation, Discover Financial Services, Jet Blue, Eaton, Southern Wine and Spirits and more

Freelance Art Director/ACD - Factory Creative (2008 - 2010)

Developed concepts, programmed, designed and executed a variety of print and interactive projects including flash websites, collateral design, web banners email blasts, powerpoint presentations, logos and various print projects. Worked collaboratively with Creative Director to come up with best solutions.

Clients: Wave Integrated Marketing Solutions, Hunt Properties, Petersen, Seven Eleven, Drive America, Wings Stop and more

Senior Art Director - JWT (2000 - 2008)

Responsible for overseeing all branding and advertising for clients ensuring that all creative work is consistent with the clients' requirements and desired image. Conceptualized, designed and executed all print and web-based projects. Interpreted clients' communication strategies and developed creative approaches and treatments that align with those strategies. Coordinated all phases of creative development supervising in-house creative staff and freelance designers. Function as lead designer on top-tier clients.

Clients: 711, Alliance Data, Astrazeneca, Baylor Healthcare Systems, Capital One, Department of State, Microsoft, Merrill Lynch, Sunlife Financial, Seagate, Shell, Six Flags, Tenet, TXU and more

Art Director - Gravity Communications - Pakistan (1999)

Developed concepts, designed and executed a variety of print projects including brochures, banner stands and print ads. Worked collaboratively with the Creative Director and other Art Directors to manage and guide creative teams. Involved in strategic meetings for clients and in-house projects.

Clients: Honda Generators, Kia Motors

Art Director - Lintas - Pakistan (1998)

Created print, collateral and newspaper ads. Presented creative concepts to clients. Supervised campaigns from start to finish. Produced storyboards and concepts for television commercials. Art directed several photoshoots, television commercials, and music videos.

Clients: Blueband Margarine, Lifebuoy-Lever Brothers, Lorsban, Nurell-D

e x p e r t i s e

Conceptual and technical design expertise in Corporate Communications, B2B, B2C marketing and Branding using Macintosh and PC systems to produce spot, process and digital design. Fluent in current versions of Photoshop, Illustrator, Indesign, Adobe XD, Freehand, Flash (Action Scripting), Google Web Designer, Dreamweaver and all major design softwares. Experience in Front-end design and basic development. Experience in Wordpress, Nation Bulder and responsive platforms. Experienced in dealing with vendors, Large Format and Digital Printers. Experienced in dealing with representatives in an agency or studio environment.

r e c o g n i t i o n

- 2018 DCT NATIONAL GOLD - Best Engagement Support - ANORO Ellipta CRM Program
- 2014 GOLDEN QUILL - Award of Excellence for the Eaton China pay modeler
- 2014 GOLDEN QUILL - Award of Merit for the Rockwell Automation retirement readiness campaign
- 2007 CEA - best online self promotion
- 2006 EMA - best online ecard - Department of State
- 2005 EMA - best online ecard - Department of State
- 2005 EMA - best RFP - Children Hospital of Atlanta

e d u c a t i o n

- Masters in Graphic Design - Savannah College of Art and Design - 1999
- Bachelor in Communication Design - Indus Valley School Art and Architecture - Pakistan - 1997
- Bachelor of Commerce - St. Patrick's Govt College - Pakistan - 1993