



EXPERIENCE

More than 15 years of professional Experience
including recent 7 Multinational firms:

Links and Portfolios



2024 - NOW
Creative Designer (Amazon FBA)

REWELLSS

Launched the new brand REWELLSS, a natural gummies product made with natural ingredients and flavors. Created front images, Premium A+ content, Brand Story, and Brand Store visuals for platforms like Amazon, focusing on product presentation, storytelling, and enhancing market visibility.



2023 - 2024
Freelance Senior Graphics Designer - Product Launch Specialist
MOTOROLA Maxico

Led the launch of Motorola's TV range in Maxco and other USA states, creating front images, Premium A+ content, and Storefront visuals for platforms like Amazon and Shopify. Contributed to the successful market entry by enhancing product presentation and brand visibility across key e-commerce platforms



2023 - 2024
Creative Designer (Amazon FBA)
CUORY

Designed engaging visual graphics for Cuory, a US Electronics and Home Appliances brand, focusing on front images, Premium A+ content, and Storefront for platforms like Amazon and Shopify.



2023 - 2024
Creative Designer (Amazon FBA)
FOREMAN

Worked at Foreman, a US Electronic and Tools brand, creating high-quality visual graphics for product front images, Premium A+ content, and Storefront across Amazon, Shopify, and Walmart platforms.



2023 - 2024
Graphics Designer & Content Writer
Westcrew Networks, LLC

at Westcrew Networks, overseeing all design, print, publishing, social media, and website content.



2016 - 2023
Web and Graphics Designer
MY University, Islamabad

Spearheaded creative direction at MY University, Islamabad, overseeing all design, print, publishing, social media, and website content.



2012 - 2016
Web and Graphics Designer
Institute of Policy Studies (IPS)

Role at IPS was as a highly acclaimed art director, in which I designed many books and other bipolar materials. And the best institutions in Pakistan published it.

EDUCATION

BS in Computer Science

University of Lahore
2002-2006

CERTIFICATIONS

Fundamentals of Digital Marketing
By Google - Skillshop

Google Ads Creative Certification.
By Google - Skillshop

Google SEO Specialization
By Google - Skillshop

SEO Mobile Optimization Basics
By Google - Skillshop

Google Ads Search Certification
By Google - Skillshop

Other Portfolio related to Printable Designs:
<https://chzawar.portfoliobox.net>

INTRODUCTION

Highly creative and multitalented Graphic Designer with extensive experience in multimedia, marketing, and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

SKILLS

- handling Hardware and Software installations and Designed layouts using esthetic design concepts.
- Assembled and marked final layout to ensure everything was ready for the printer.
- Prepared rough sketches of logos and illustrations to give customers a clear idea of what the end product could look like.
- Awarded for raising the standards of excellence within the local design community.

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), CoralDraw, Inpage, Quark. Logo creation, Layout, Storyboard creation, Color sense, Color theory ,Composition, Illustration, Photography, Printing knowledge/designing for print, Marketing and branding, Social Media Posts, Typography and fonts theory , Design principles, Ideation, and Photo editing, and Video Editing.

Adobe Photoshop



Adobe Illustrator



Adobe Indesign



CoralDraw



Inpage



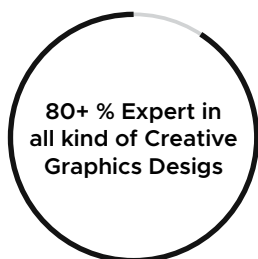
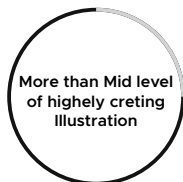
MS Office



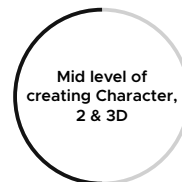
Graphic Design

Web Design

Illustration



Character Design



Languages

English



Urdu



Punjabi



Work Stations

MAC & App



MS Windows



SOFT TECHNICAL SKILLS

DESIGN PRINCIPLES

As a graphic designer, I need a strong understanding of the principles of design. Throughout my work, it has been important to use a variety of elements with a strategy to get the message across. As a graphic designer, I know how to combine lines, colors, shapes, spaces, textures, typography, scale, dominance and emphasis, and harmony to make it visually appealing.

IDEATION

Also, I know idea generation, and ideation is the creative process of generating, developing, and communicating new ideas for me. This is the first thing I need to do when starting a new project. Ideation involves a few steps: research, development, evaluation, and application.

BRANDING

I create or maintain branding for my clients or employers. When working with a brand, I have an in-depth understanding of what makes that brand unique. Then, they make sure to revive the brand with their logo, color, typography, illustration, photography, graphic elements, and more. As a graphic designer, I have to create work that is consistent across platforms and that speaks to the right audience.

TECHNOLOGY

I work with different tools as part of my daily routine, so I specialize in graphic design software. Some of the technologies I'm familiar with include: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, and Adobe After Effects.

STRATEGY

As a graphic designer, I have a strategic mindset - I have to consider how specific design elements work together and how to best describe meaning while adhering to design standards. This includes conducting market research, brainstorming, thumbnailing, developing ideas, and reviewing designs.

CREATIVITY

I probably don't need us to spell it out, but let's drill this home: Creativity is one of if not the most important graphic design skills. After all, it's hard to come up with new ideas and innovative designs if I don't know how to tap into your creative resources. Having a visual eye is essential no matter what medium I work in.

COMMUNICATION

For me, understanding what the client wants from design is the key to creating a successful product. But, "in today's digital age, where everyone is individually focused on their phones and electronic devices, many people do not know how to talk, thus, listening well, processing feedback, and Being able to define design elements - without the technical benefit - would be a huge benefit to me.

TYPOGRAPHY

I would say that the ability to make a written language not only readable but also visually appealing is more important today than ever before. These days, pretty much anyone can access all kinds of fonts that are imagined online. Yes, but someone who is highly trained and understands how fonts are made and used will be a more effective designer.

ADOBE'S CREATIVE APPS

The experience of using technology is one of the many graphic design skills for me. Also, I have a lot of experience to use Adobe Creative Software; specifically Adobe Illustrator, InDesign, and Photoshop.

INTERACTIVE MEDIA

Interactive media is a catchall term for design products that actively engage a user through mediums like text, moving image, animation, video, audio, or video games. Expose yourself to as many different types of media as possible.