

Asad Ayub

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Experienced as a Sr. Graphic Designer and UI/UX Designer working in a dynamic environment that call for exceptional adaptability, flexibility, and effective collaboration and teamwork with and within teams.

WORK EXPERIENCE

2019 – Current *Graphic Designer Medcraft Pharmaceutical (Pvt) Ltd. Peshawar (Pakistan)*

- Collaborating with the marketing and product development teams to understand product requirements, target audience, and brand identity.
- Conceptualizing and executing creative print design ideas, including visuals for packaging and trade marketing
- Creating prototypes and mock-ups to test the functionality, aesthetics, and practicality of packaging designs.
- Presenting ideas, concepts and design solutions to various stakeholders and incorporating feedback into your final design
- Liaising with suppliers and service providers to ensure proof is of good quality and in line with production specifications
- Staying up to date with consumer and market trends for packaging materials
- Adhering to regulatory requirements and industry guidelines to ensure compliance with labeling, safety, and product information standards.

2017 – 2018 *Graphic Designer Pak Printing & Packages Corporation (Pvt) Ltd. Peshawar (Pakistan)*

2002 – 2016 *Graphic Designer Hi- Tech Printing & Packages Co. (Pvt) Ltd. Peshawar (Pakistan)*

- I've kept up with the most recent technological advancements and other changes in the flexible packaging industry. I have practical experience and knowledge with printing methodologies, including various printing techniques, printing material characteristics, color management systems, printing color combinations, and customer designs. Collect and evaluate user requirements with the help of product managers and engineers.
- Use storyboards, process flows, and sitemaps to illustrate design concepts.
- Menus, tabs, and widgets are examples of graphic user interface elements.
- Make page navigation buttons and search fields.

- Create UI mockups and prototypes that clearly show how sites work and look.
- Make unique graphic designs.
- Identify and resolve UX issues.
- Make layout changes based on user feedback. Follow font, color, and image style guidelines.

RELEVANT SKILLS

- **Computer skills:** Figma, Canva, Adobe XD, Microsoft Office, Coral Draw X19, Adobe Photoshop, Adobe In Design, Adobe Streamline (4.0), Illustrator, In page and Typing English, Urdu, Pashto & Persian.
- **Technical:** Internet (Browsing, Surfing, IRC, FTP, Configuration etc.)
- **Professional/Social:** Teamwork, Project- Management, Communication, Leadership, Organization, Problem-solving, Attention to detail
- **Languages:** English (Level 1.), Urdu Other Languages (Punjabi, Persian, Pushto).

EDUCATION

2007 *Bachelor in Arts* **University Of Peshawar (Peshawar, Pakistan)**

2003 *Certificate in Hardware* **(Peshawar City of College) (Peshawar Pakistan)**
