



SOHAIB AKHTAR

Nationality: Pakistani **Date of birth:** 03/09/1994

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Home: Afshan Link Road Street Nor 1 Daska. District, Sialkot, 51010 Daska Kalan (Pakistan)

WORK EXPERIENCE

Graphic designer

Blaze Fightwear [11/07/2021 – 15/08/2023]

City: Sialkot, Punjab Pakistan | **Country:** Pakistan

- Design a range of visual assets, including pitch decks for business presentations, landing page assets for product launches, and community assets.
- Collaborate with the content team to design high-quality, photo-manipulated thumbnails and statics for various social media channels.
- Design promotional materials that effectively promote our products and enhance brand visibility. hoodies, T-shirts, Sportswear, and Gym wear.
- Conceptualize and design various graphics, mockups, layouts, logos, and other artworks.
- Collaboration: Partner with team members, merchandising teams, and development teams to achieve high-quality product outcomes. Work closely with the product, marketing, and sales teams to translate business objectives into compelling design solutions.

Graphic designer

Rajco Industry [13/09/2023 – Current]

City: Sialkot, Punjab Pakistan | **Country:** Pakistan

- Create visually compelling designs for various digital and print media including social media graphics, email templates, brochures, flyers, banners, and internal company communications.
- Design promotional materials for both internal and external events.
- Work on a wide range of projects and media, using various computer software to visualize and develop innovative graphic designs that meet business goals in such areas such as Social media, Performance Marketing, Retention marketing, Print Ads, etc
- Create and edit video content for social media, in-store displays, and promotional campaigns.
- Collaboration: Partner with team members, merchandising, and development teams to achieve high-quality product outcomes. Work closely with the product, marketing, and sales teams to translate business objectives into compelling design solutions.

EDUCATION AND TRAINING

Bachelor in commerce (B.com)

University of Punjab [11/06/2013 – 17/06/2015]

City: Lahore | **Country:** Pakistan | **Website:** <https://www.pu.edu.pk/> | **Field(s) of study:** Business, administration and law: • Accounting and taxation | **Level in EQF:** EQF level 6

Master in Information Tecnology

University of sargodha [05/03/2016 – 11/10/2018]

City: Sargodha | Country: Pakistan | Website: <https://su.edu.pk/> | Field(s) of study: Information and Communication Technologies: • Computer use • Information and Communication Technologies (ICTs) not further defined | Final grade: 2.61 | Level in EQF: EQF level 7

LANGUAGE SKILLS

Mother tongue(s): Urdu

Other language(s):

English

LISTENING B2 **READING** B2 **WRITING** B2

SPOKEN PRODUCTION B2 **SPOKEN INTERACTION** B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

adobe illustrator / photoshop / after effect / designer / graphics designer / Motion Graphics / Animation