

Junaid Khan

Associate Art Director / Brand Strategist

+923109697658

<https://www.linkedin.com/in/junaid-khan-627251196/>

tfjunaid1@gmail.com

Islamabad

SUMMARY

I build brands that connect, convert, and endure. I specialize in transforming ideas into powerful visual identities and cohesive narratives that drive recognition and growth. With a collaborative and research-driven approach, I work closely with teams to shape visual identities and strategies that align with business goals and audience needs.

EXPERIENCE

Associate Art Director

Emeralds Media

📅 08/2024 - Present 📍 Islamabad

Founded in 2022, Emeralds Media

Emeralds Media is a 360 service providing creative agency crafting immersive brand experiences through stunning 3D visuals, PR, CGI, and cutting-edge design. Turning ideas into unforgettable stories that resonate across every platform.

- Increased client attraction upto 40% through Innovative campaigns.
- Major Collaboration with the biggest clients all over pakistan.
- Social Media Content Design.
- Creative Ad Design for Brand Campaigns.
- High-Impact Visuals for Product Promotions.
- AI-Content Creation.
- Branding Consistency Across Digital Platforms
- Typography & Color Theory Expertise.
- Trend Research & Visual Strategy Development.
- Collaborative Work with Marketing & Content Teams.
- Fast Turnaround & Deadline-Driven Design Delivery.
- A/B Testing Visuals for Better Engagement.
- Optimizing Designs for Reach, Retention & Click-Through.

Creative Lead

DIGILLAMA

📅 04/2023 - 07/2024 📍 Islamabad

DIGILLAMA focuses on providing the best possible services to businesses, helping them to establish or improve their presence through a professional makeover.

- Increased client satisfaction by 30% through efficient and innovative design solutions.
- Achieved a 50% reduction in design iteration time by implementing a new feedback system.
- Improved project delivery time by 25% by streamlining the design approval process.
- Brand Identity
- Boosted social media visuals' effectiveness, leading to a 25% increase in click-through rates.
- Enhanced visual storytelling capabilities, boosting campaign engagement by 20% by implementing advanced graphical techniques.
- Elevated brand identity for clients, increasing brand recognition by 40% by introducing cohesive design elements.

Senior Designer/ QA

ARKA Creative

📅 01/2022 - 01/2023 📍 Islamabad

ARKA Creative is advertising agency focused on video and animation production with international experience working for the world's biggest brands.

- Logo design
- Stationery Design
- Brand Identity
- Created and maintained consistent branding across multiple platforms, ensuring a cohesive and recognizable identity.
- Achieved a 50% reduction in design iteration cycles by implementing streamlined QA processes.
- Solidified company market presence by increasing client satisfaction 25% through responsive design adjustments.
- Enhanced brand visibility for clients, improving customer engagement by 30%.
- Produced 1500 logos, resulting in securing contracts worth \$100,000.
- Managed a portfolio of 100 logo design projects annually.

Sr.Graphic Designer

Neemopani

📅 04/2021 - 10/2021 📍 Islamabad

Creative company specializing in viral content production and innovative service-based solutions. Expert in delivering engaging media and tailored strategies that drive audience growth and client success

- Designed and produced marketing materials, including brochures, flyers, and banners, to promote company products and services
- Conducted thorough market research and competitor analysis to stay up-to-date with current design trends and industry standards
- Collaborated with cross-functional teams to ensure consistent visual branding and messaging across all platforms
- Successfully implemented responsive design techniques to optimize websites and digital media for various devices
- Assisted in the development of new design concepts and strategies to enhance brand recognition and engagement
- Proficient in Adobe Creative Suite.
- Strong understanding of typography, color theory, and layout design
- Excellent attention to detail and ability to work efficiently under tight deadlines
- Knowledge of current design trends and emerging technologies
- Ability to work independently and as part of a team

Product Designer/Graphic Designer

Navson

📅 03/2019 - 04/2020 📍 Rawalpindi

International brand-driven company with a vision of innovation and sustainability. Navson is the company behind Avant Water, Swift, Elan, and Mount Clear. Delivering innovative quality products and services to customers.

- Product Packaging.
- Web Elements
- Flyers/Brochures
- Managed the end-to-end process of creating compelling flyers and brochures for diverse Products , ensuring a seamless blend of creativity and client-specific requirements to effectively communicate key messages.
- Demonstrated proficiency in producing design elements for web platforms, contributing to the development of engaging and user-friendly online interfaces hat effectively conveyed the brand image and message.
- Collaborated closely with cross-functional teams, including writers and marketing professionals, to understand project goals and deliver designs that aligned with the intended audience and marketing objectives.

EDUCATION

HND Interactive Media

The Millennium Universal College

📅 01/2018 - Bachelor 📍 Islamabad

ICS

Punjab Group Of Colleges

📅 01/2014 - 📍 Islamabad

Martic

Mr.Cabin High School

📅 01/2013 - 📍 Islamabad

SKILLS

Adobe Creative Suite	Business Development	Competitor Analysis	Graphic Design	Indesign
Logo design	Market Research	Photoshop	Quality Assurance	Typography
AI Integration				Adobe illustrator