

HAMAD HUSSAIN

Multimedia Designer

CONTACT

- +92 313 453 9828
+92 349 770 7913
- contact@hamadhussain.pk
- Lahore, Pakistan

EDUCATION

- Virtual University
- Bachelors in Computer Science
- Completed: 2024

CERTIFICATIONS

- Graphic Designing (NAVTTTC) - Completed in 2021
- Digital Marketing & Wordpress Development - Completed in 2023

KEY SKILLS

- Graphic Design Tools:** Adobe Photoshop, Illustrator, InDesign, Canva, Affinity.
- Video Editing Tools:** Adobe Premiere Pro, After Effects, CapCut Pro.
- Motion Graphics:** Animation and visual effects for brand storytelling.
- Brand Development:** Visual identity creation, logo design, color theory, typography, and brand consistency.
- Social Media Management:** Planning content calendars, managing pages, optimizing posting strategies, analyzing insights, and improving engagement.
- AI Creative Tools:** Midjourney, ChatGPT, Lovable and Gemini.

WEB DEVELOPER

- Languages:** HTML, CSS,
- WordPress Developer.
- Shopify Developer.

Here is my creative portfolio

<https://hamadhussain.pk>

PROFILE SUMMARY

Creative and detail-oriented Graphic Designer with 5+ years of professional experience in visual design and production. Skilled in Adobe Creative Suite, color management, and design workflows. Proficient in motion graphics, video editing, digital marketing, and WordPress websites, delivering visually striking designs that meet strict quality standards.

WORK EXPERIENCE

Shamco Travels

2024-Present

Senior Multimedia Designer

As a Multimedia & Digital Marketing Designer, I managed the full creative, branding, and digital presence for the company, with a strong focus on developing impactful Hajj marketing materials. I transformed ideas into visually compelling designs, maintained brand consistency across all platforms, and executed high-performing digital campaigns. I also used AI tools throughout my workflow to enhance design quality, improve efficiency, and deliver modern, future-ready creative solutions.

Key Responsibilities & Contributions

- Led the management and continuous updates of the company website and all online platforms, ensuring accurate information and consistent branding.
- Designed high-quality graphics, promotional posts, banners, brochures, and full Hajj package materials for digital and print use.
- Edited testimonial videos and produced informational, advertising, and motion graphic videos to strengthen brand storytelling.
- Developed the complete Hajj 2025 branding, including the booking catalogue, guidebook, marketing collateral, and overall visual identity.
- Supervised end-to-end Hajj card printing and ensured premium print quality, accuracy, and timely production.
- Planned and executed digital marketing campaigns that generated high-quality leads, increased engagement, and boosted online visibility.
- Used AI tools to enhance designs, streamline content creation, improve workflows, and elevate overall creative output.
- Maintained high standards of quality and brand consistency across all digital, print, video, and web materials.
- Collaborated effectively with management, content teams, and external vendors to ensure smooth operations and timely project delivery.

Freelancer

2023-2024

Graphic Designer, Video Editor, Digital Marketing & Web Developer

As a freelancer, I worked across multiple creative and digital domains, delivering high-quality results for diverse clients with a strong focus on brand identity, conversions, and user experience.

Graphic Design

- Designed visually appealing graphics, ads, social media posts, banners, brochures, and infographics.
- Ensured consistency in branding with clean, modern, and conversion-focused visuals.
- Utilized AI tools to speed up the creative process and generate multiple design options.

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WORK EXPERIENCE

- Video Editing & Motion Graphics**
 - Edited engaging videos with smooth transitions, animations, and storytelling elements.
 - Created reels, ads, testimonials, and motion graphics to increase engagement and retention.
 - Used AI enhancement tools for improved quality and fast turnaround times.
- Web Development**
 - Built responsive and user-friendly websites, landing pages, portfolios, and business sites.
 - Focused on clean structure, UX clarity, mobile responsiveness, and brand-aligned layouts.
- Shopify Store Design & CRO**
 - Designed and optimized Shopify stores to increase user trust and sales performance.
 - Created high-converting product pages with strong visual hierarchy and persuasive content.
 - Applied CRO strategies to improve navigation and boost conversions, achieving up to 4x improvements (from 0.5% baseline).
- Amazon A+ Content & Listings**
 - Designed premium Amazon A+ Content modules, EBC (Enhanced Brand Content), and product detail layouts for better visual storytelling.
 - Created comparison charts, lifestyle banners, feature highlights, and brand story sections optimized for higher conversions.
 - Improved listing performance through clear design, strong visuals, and conversion-focused messaging.
- Digital Marketing**
 - Planned and executed digital marketing campaigns to grow reach, engagement, and conversions.
 - Designed ad creatives, content strategies, and SEO-friendly materials.
 - Analyzed campaign performance to refine strategy and maximize ROI.
- Overall Impact**
 - Strengthened brand identity, digital presence, and audience engagement for a wide range of clients.
 - Improved conversions, visibility, and communication through cohesive design, web, video, Amazon A+, and marketing solutions.
 - Leveraged AI tools across all projects to boost quality, efficiency, and creative innovation.

GripActive

Senior Graphic Designer & Video Editor

2022

- Created dynamic and engaging social media graphics that aligned with Grip Active's bold sportswear identity.
- Blended sports culture with modern design to deliver visually striking creatives for online platforms.

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WORK EXPERIENCE

- Designed high-impact visuals for social media, ads, campaigns, and promotional materials.
- Produced sportswear-focused graphics that boosted audience engagement and strengthened brand identity.
- Ensured consistent branding through clean layouts, strong color direction, and performance-driven design.
- Supported marketing campaigns with eye-catching creatives for product launches and seasonal promotions.
- Delivered fast, quality-driven designs tailored for athletes, apparel features, and sports campaigns.
- Video Editing Contributions**
 - Edited branded video content, reels, and promotional clips to enhance storytelling and viewer engagement.
 - Used smooth transitions, color grading, and motion graphics to elevate Grip Active's video presence.

Interlopers.Inc

2021

Graphic Designer & Video Editor

- Assisted in creating visually appealing layouts for both print and digital media, including brochures, banners, social media posts, and advertisements.
- Supported senior designers with photo editing, retouching, background cleanup, and preparing optimized assets for social media campaigns.
- Contributed to brand identity projects by ensuring cohesive visual representation across all design materials.
- Designed engaging graphics, motion elements, and visual concepts that aligned with the brand's style and messaging.
- Edited promotional videos, reels, and product-focused clips using smooth transitions, clean cuts, and storytelling-driven sequences.
- Prepared video assets by color grading, adding text overlays, applying motion graphics, and ensuring platform-specific formatting.
- Collaborated with the creative team to maintain consistency in style, color, tone, and overall brand presentation across graphics and video content.