

# Farzan Ahmad

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## Professional Summary

Creative and detail-oriented Senior Graphic Designer with over 5 years of diverse international experience in social media, print, packaging, outdoor advertising, and motion graphics. Currently pursuing MBA in Marketing to enhance strategic design thinking and business understanding. Expanding expertise in project coordination and planning tools (Primavera P6, MS Project) with plans for PMP certification. Skilled at delivering high-quality creative solutions tailored to multicultural audiences, including Arabic and English markets in the Gulf region.

## Key Skills

- Graphic Design: Layouts, Packaging, Branding, Catalogues, Brochures, Flyers, Magazines, Social Media Posts
- Motion Graphics & Video Editing: Promotional Videos, Infographics, Digital Campaign Assets
- Design Tools: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Corel Draw, Canva, Adobe XD
- Project Tools: Primavera P6, MS Project (Basic Knowledge)
- Languages: English, Hindi, Basic Arabic (RTL Design Adaptation)
- Collaboration: Multi-cultural teamwork, Time Management, Deadline-driven Project Execution

## Professional Experience

### ***Senior Graphic Designer & Photographer | Africab Multi Company | Dar es Salaam, Tanzania | Apr 2024 – Present***

- Designed car wraps, billboards, brochures, magazines, display boards, and event branding materials
- Created social media and digital campaign creatives aligned with marketing objectives
- Adapted designs for Arabic & English audiences ensuring cultural relevance
- Collaborated with marketing teams for on-time project delivery

### ***Graphic Designer & Photographer | Universal Education | Malad East, Maharashtra | Oct 2023 – Apr 2024***

- Designed catalogues, book covers, and promotional content for academic materials
- Developed social media posts and emailers supporting digital outreach campaigns
- Maintained consistent branding across print and digital platforms

### ***Graphic Designer & Photographer | Retranz Info Labs Pvt Ltd | Navi Mumbai, India | Aug 2022 – Sep 2023***

- Created packaging designs, labels, brochures, logos, and flyers for FMCG and retail products
- Managed daily social media creatives and promotional content
- Delivered projects on tight deadlines with high accuracy

### ***Graphic Designer & Photographer | Web Printo | New Delhi, India | Jun 2019 – May 2022***

- Designed social media posts, catalogues, brochures, packaging, and promotional material

- Created presentation templates and cover pages for business development
- Coordinated with vendors for print quality and color accuracy

## **Education**

MBA in Marketing (Pursuing)

Bachelor of Arts (B.A) – Dr. Ram Manohar Lohia Avadh University, Apr 2020

Advanced Graphic Design – Maya Academy of Advanced Cinematics, Jun 2020

## **Certifications & Training**

- Primavera P6 & MS Project (Basic)
- PMP Certification (Planned)

## **Additional Information**

- Ready to relocate internationally (Gulf / Africa region)
- Available to join immediately
- Strong knowledge of Arabic typography & Gulf market design trends