

# Sarmad Mehmood

📍 Pakistan ✉ sarmadmehmood.ds@gmail.com ☎ 0301-0944867 📧 in/graphicdesign-expert/ 🌐 https://www.behance.net/sarmadmehmood1

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## SUMMARY

Graphic Design leader that inspires and influences client and internal teams to create ground-breaking, compelling, end-to-end digital experiences that deliver measurable business and customer outcomes.

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## EXPERIENCE

### UI/UX Designer | EasyPay

Mightybit Studio

November 2019 - Present, Lahore, Pakistan

- Partnered with business leaders to develop a customer-obsessed experience strategy across a range of brand engagement channels.
- Provided hands-on design leadership of the UX team to craft simple, elegant, and effective brand engagement across, web, mobile, email, voice, and digital touchpoints.
- Led all aspects of multi-disciplinary UX design, including research and personas; journey mapping; information architecture, UX, UI and visual design; prototyping and usability/end-user testing.
- Led UX visioning sessions with Senior Level clients, utilizing various methodologies such as design thinking and jobs to craft frameworks that organize disparate features into a strategic roadmap.

### Social Media Ad Designer | Yolo Travel Network

Mightybit Studio

November 2019 - Present, Lahore, Pakistan

- Designed social media campaigns, created storyboards, and designed assets for a travel agency called yolo travel network.
- Design campaigns that increased online engagement by 47.1%, increased sales by 102.7%, and generated an average of 28 leads per month. Developed an overall design strategy leveraging industry trends and best practices, ensured marketing campaigns followed brand guidelines, and interacted with customers to provide feedback and advice.

### Senior Graphic Designer | CoffeePlanet

Pehchan Digital

May 2019 - August 2021, Lahore, Pakistan

- Design and layout various materials including proposals, brochures, ads, report covers, and other printed collateral.
- Develop strategies and visual presentations in collaboration with marketing and technical staff.
- Develop materials for interviewing with the client, such as presentation boards, PowerPoint/Keynote presentations, various booklets, brochures, and other promotional material.
- Prepare print-ready files and coordinate the production of proposals and other collateral.
- Develop project logos, icons, and other graphic elements.

### Senior Graphic Designer

Mightybit Studio

November 2019 - Present, Lahore, Pakistan

- Solved 110+ Client's Problems as a Graphic Designer || Helping Businesses to Provide A Voice To Their Brand As Graphic Designing Expert || Logo Designer || UI/UX Designer | Social Media Designer | Brand Identity Designer

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## EDUCATION

### Bachelor of Fine Arts in Graphic Design

Minor in literature • National college of arts • Lahore, Pakistan • 2019

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## SKILLS

**Technical Skills:** Adobe Illustrator, AfterEffects, Premier Pro, Photoshop

**Industry Knowledge:** Graphic Design, Motion Graphics, Video Editing