Abdul Majid
Graphic Designer

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Integrated Graphic Designer with 5+ years of experience in brand identity, digital and print media, and motion graphics. Dedicated to crafting innovative design solutions that elevate brand visibility and align with client objectives.

Work Experience

Punch & Boom / Integrated Graphic Designer

NOV 2023 - MAY 2024, London

I Lead integrated design projects, ensuring brand identity coherence across digital, print, and motion platforms, enhancing overall brand consistency. Develop design strategies for brand redesigns and product launches, creating a unified visual narrative. Collaborate with cross-functional teams to integrate design elements seamlessly, improving project outcomes and team synergy. Enhance brand visibility and audience engagement through innovative design solutions that resonate with target demographics.

Maxmedia Co. / Mid-weight Graphic Designer

APR 2021 - JUN 2022, Riyadh, Saudi Arabia

Spearheaded integrated advertising campaigns, significantly enhancing client satisfaction through cohesive design solutions. Directed design teams, fostering collaboration and creativity, leading to more efficient project execution. Developed impactful brand identities and visual concepts, which strengthened client retention and brand loyalty. Conducted regular training sessions to keep the team updated on design trends, boosting overall team creativity and productivity.

Maxmedia Advertising Agency / Graphic Designer

MAR 2019 - APR 2021, Riyadh, Saudi Arabia

Created integrated design solutions that elevated brand engagement and client interaction.Managed cross-functional projects, ensuring timely and high-quality delivery, enhancing client satisfaction.Introduced a project management system, optimizing workflow and improving team coordination. Designed client feedback systems, leading to improved project outcomes and higher client satisfaction rates.

Red Media Productions / Graphic Designer

JUL 2016 - JAN 2019, Kochi, India

Developed visual assets for media productions, significantly enhancing brand visibility. Managed design projects from concept to completion, ensuring adherence to brand guidelines and increasing recognition. Conducted market research to incorporate innovative elements into designs, boosting audience engagemen by 15%. Led the creation of a comprehensive design manual, ensuring brand consistency and improving overall recognition.

Education

MA Graphic Design

Middlesex University, London
SEP 2022 - OCT 2023

Bachelor of Computer Application / BCA

Mysore University, Karnataka
AUG 213 - APR 2016

Research

Project Rove

Developed an immersive design experience, integrating cutting-edge technology and creative storytelling to create engaging and interactive environments.

Skills

Design: Visual Identity, Website Design, Verbal Identity, Motion Identity, Typography, Illustration, Brand Guidelines, Brand Campaigns, Package Design, Marketing Materials, Sales Collateral, Pitch Decks, Editorial and Book Design.

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects, XD, Dimention, InDesign, Lightroom, Premier Pro), SketchUp, Final Cut Pro, Blender, Midjourney, Stable Diffusion, Custom GPTs, AI technology, Wix, Webflow, WordPress, HTML, JavaScript, Shopify, Keynote.

Disciplines: Research & Insights, Audits & Analysis, Prompt Engineering, Brand Positioning, Production Design & Development, Art Direction, User Experience, A/B Testing & Experimentation.