

AMNA ALI

Graphic Designer | Remote & Freelance

📍 Lahore, Pakistan

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Graphic Designer | Branding & Digital Visuals Specialist | 5+ Years Experience

PROFESSIONAL SUMMARY

Professional Graphic Designer with 5+ years of experience in branding, digital marketing, and website design for international clients. Skilled in Adobe Creative Suite, Figma, and Canva and AI-based video tools, with expertise in creating print-ready with a strong focus on delivering modern, cohesive, and impactful brand systems. Adept at managing cross-border projects, collaborating remotely, and driving creative innovation for global teams.

CORE COMPETENCIES

Adobe Illustrator | Adobe Photoshop | Figma | Canva | Logo Design | Brand Identity Development | Social Media | Digital Content Design | Brochure Design | Flyer Design | Poster Design | Business Stationery | Stickers | Website UI Design (Figma) | Canva Expertise | Vector Art | Sketch Design | Typography | Print Design | AI Video Editing | AI Tools | Creative Ideas | Design Thinking | Menu card design | Presentation Skill | Advertising Campaigns | Layout Systems | Creative Conceptualization | Remote Collaboration | Client Communication | Strategic Thinking | Time & Project Management | Multicultural Teamwork

WORK EXPERIENCE

Jan 2024 - Oct 2025

Graphic Designer — SEIMEX Lab (Remote, South Africa)

Scientific Equipment Lab

Developed complete brand assets for a South Africa-based laboratory, including logo design, brand identity, and digital visuals. Delivered cohesive designs across social media, print, and web platforms to establish a strong and consistent brand presence.

Key Responsibilities:

- Designed a complete brand identity including logo, color palette, and typography system.
- Created professional social media designs for Instagram, Facebook, and LinkedIn.
- Designed marketing materials such as flyers, brochures, posters, and promotional banners.
- Developed a comprehensive business stationery set including business cards, letterheads, and envelopes.
- Designed custom stickers and product packaging visuals for branding consistency.
- Edited and enhanced product and website photos for high-quality presentation.

- Designed and structured the website layout and visual theme, ensuring modern UI consistency.
- Ensured the entire brand maintained a cohesive and professional visual identity across all platforms.

Dec 2023 - Nov 2024

Graphic Designer – Digi Pocket (Remote, UK)

Digital Agency UK, Birmingham

Conceptualized and executed digital ad campaigns and motion visuals for international clients across diverse industries. Partnered with marketing strategists to design visuals that improved engagement and campaign performance.

Key Responsibilities:

- Designed promotional materials and digital ad graphics improving engagement by 35%
- Collaborated with marketing teams to align visuals with brand strategy.
- Created motion graphics and animations to enhance storytelling.
- Maintained consistent design standards and visual identity.

Jan 2022 - Nov 2023

Graphic Designer – Never Gonna Stops (Remote, India)

Digital Agency

Designed promotional materials such as brochures, posters, and digital graphics for marketing campaigns.

Key Responsibilities:

- Designed logos, branding assets, and marketing visuals for international clients.
- Increased client retention by 30% through clear communication and design quality.
- Managed full design cycles from concept to final production.
- Gained cross-cultural creative experience across Europe, US, and Asia.

Oct 2021 - Nov 2022

Freelance Graphic Designer – Upwork & Fiverr

Freelancing Platform

Delivered branding, logos, and visual assets for clients across Europe, the US, and Asia. Interpreted client briefs to create designs that effectively conveyed brand personality and message. Increased client retention by 30% through clear communication and consistent design quality. Handled full design cycles – from concept development to final production and delivery. Gained valuable cross-cultural design experience and insights into international market preferences.

EDUCATION & CERTIFICATION

Oct 2024 - Nov 2024

Graphic Design Certificate – HP Life Foundation

Design Thinking HP Life Foundation | Explored problem-solving through design-centered innovation.

Sep 2018 – Oct 2020

Graphic Design Certificate – Youth Skill Share

Youth Skill Share Academy | Learned fundamentals of composition, color theory, and layout design.

Jan 2016 – Feb 2018

BA in Arts University of the Punjab

Developed strong creative thinking and communication skills.

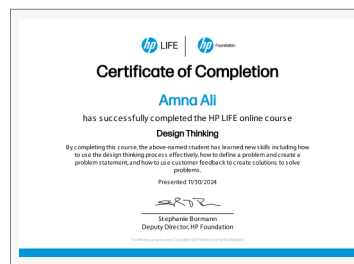
Mar 2012 – Nov 2016

Intermediate & Matriculation – University of the Punjab

Completed higher secondary education with a focus on Arts and Humanities and computer Science.

CERTIFICATE

2024



2018 – 2020



LANGUAGE

English – Fluent

Urdu – Native

French – Learning – Beginner

German – Learning – Beginner

Luxembourgish – Learning – Introductory

(Currently developing language skills in French, German, and Luxembourgish to enhance communication for European collaboration).

ADDITIONAL INFORMATION

Available for remote, hybrid, or sponsored relocation roles | Available for freelance or full-time roles. Passionate about creative direction, visual branding, and global collaboration within multicultural environments. Dedicated to continuously learning and exploring modern design techniques to create meaningful visual experiences.