

# Sadi Ahmed

Creative Graphic Designer  
Art Director, Consultant  
UI/UX/Web Designer  
and Photographer

## Professional Experience

### Creative Lead - Branding & UI/UX

Al Ahli Holding Group

Responsible for conceptualization and implementation of design solutions that meet marketing strategies from concept to completion.

Leading the creative aspects of a project and have demonstrated strong business acumen.

### Sr. Creative Designer

DreamScape (Crazydomains.com)

Develop projects in communication design, UI/UX design web interactive designs, web marketing print design promotions trademark (Logo) design and branding.

### Creative Designer

RAK Ceramics: (UAE)

A key member of marketing team responsible for conceptualizing, designing and creating business to business marketing collateral and integrated marketing campaigns for online and traditional print media.

### Creative Consultant

Techsense-IT House: (Pakistan)  
Creative consultation, Strategize, design and produce corporate branding,

"I am employed as a Creative Designer. Specializing in the fields of Corporate Identity (logo Design) Print Design Web Creatives, Branding Typography, Advertising and more.

I hold Bachelor of Graphic Design with an advance Diploma in Multimedia and more than Five years of professional experience."



## Expertise

- Art Direction
- Corporate Identity
- Print Design & Layout
- Advertising & Publication
- UI/UX Design, Web Design
- Typography & Photography
- Creative Thinking
- Communication Skills
- Attention to Detail
- Problem Solving
- Social Media Marketing
- Project Management

## Contact Details:

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Web: www.sadiahmed.com



## Background

What began as a hobby has ended up in my work, and now I try to keep abreast of the latest trends, styles and platforms related to Advertising Design and Marketing.

"My life is designs & colors, I love it and I surround myself with it every day."

I am: **Passionate**

(I absolutely love what I do)

**Enthusiastic**

(I want to learn)

**Open Minded**

(I accept ideas)

**Focused**

(I have the right attitude)



## Education & Training

### Bachelor of Fine Arts

BFA Graphic Design (4yrs Prog.) Karachi School of Art. (3rd position from Karachi). (2003-2007)

### Diploma in Multimedia ADIM (Advance Diploma in Multimedia)

Arena Multimedia Karachi. (2007-2008)

### Certificate in 3D

Modeling and Animation  
Arena Multimedia.

### Specialization Certificate in Human Resource

Management from Skill  
Development.



## Skills and Competencies

I can work manually as well as I have expert skills using computerized graphics and imaging tools.

Innovative, highly creative, good at thinking 'out of the box'.

Keeping abreast of relevant new techniques in design software, media & photography.

Experience with UI/web, catalogue brochure and magazine design.

Willingness and ability to work independently and as part of a team and able to work under pressure, meet deadlines and multitask.

Highly organised and able to prioritise own work schedule.

Able to work within brand and design guidelines. Excellent graphical skills, creative flair and grate colour sense.



## Interests

### Art

Every child is an artist. The problem is how to remain an artist once we grow up. Pablo Picasso

### Travel

The World is a book, and those who do not travel read only a page. Saint Augustine

### Music

Without music, life would be a mistake. Friedrich Nietzsche

### Reading

Reading is a basic tool in the living of a life. Joseph Addison

### Explore

In any field, find the strangest thing and then explore it. John Archibald Wheeler

