

## ABOUT ME

I bring with more than four years of experience in the design industry. I have collaborated with renowned scientific research companies such as Abiosciences and Iview Therapeutics based in the US, as well as worked with familiar brands such as Hardees, Pizza Online and Pizza House on several successful projects. My skills encompass a wide range of design-related disciplines such as Graphic Design, UX/UI Design, and Web Development. I conceptualize and execute design projects from start to finish, while effectively collaborating with cross-functional teams. And I'm passionate about design and constantly seeking to improve my skills and stay up-to-date with industry trends.

## CONTACT ME

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## SKILLS & TOOLS

Adobe Creative Cloud

Figma

WordPress

HTML/CSS

NextJS

React

UI Design

UX Design

Graphic Design

Design System

Prototyping

Typography

Wireframing

Email Design

Social Media Marketing

## EDUCATION

BS IT Hons. 2017 - 2021

GCU, Faisalabad

## LANGUAGES

Urdu Native

English Conversational

# Oneeb Faisal

## GRAPHIC & UI DESIGNER

## EXPERIENCE

### Senior Designer, Somatic Health

December 2021 - Present

(previously BlueJay Health)

US based Digital Health Company Providing Medical Software Solutions to Healthcare Professionals.

- Designing advertisements, brochures, email campaigns, and marketing materials.
- Collaborating with copywriters, marketers, and designers to refine concepts.
- Selecting colors, images, and typography that reflect the brand and engage the audience.
- Preparing finished artwork for print or digital publication, meeting quality standards.
- Creating visually appealing, user-friendly website interfaces.
- Developing wireframes, prototypes, and mockups to convey design ideas.
- Collaborating with developers, content creators, and project managers.
- Establishing and maintaining design standards for consistency.

### Lead Designer, Carolina Education

December 2021 - Present

- Creating engaging and effective social media content, such as posts, images, videos, and other multimedia content, that attracts and retains a targeted audience.
- Managing multiple social media channels, such as Facebook, Twitter, Instagram, and LinkedIn, and regularly posting content.
- Ensuring that the finished artwork meets the necessary quality and production standards for printing.
- Developing and managing social media advertising campaigns, including creating ad copy, targeting the appropriate audience, and tracking the performance of the ads.

### Graphic & UI Designer, Abiosciences

March 2022 - December 2022

- Designing advertisements, brochures, email campaigns, and marketing materials.
- Collaborating with copywriters, marketers, and designers to refine concepts.
- Selecting colors, images, and typography that reflect the brand and engage the audience.
- Preparing finished artwork for print or digital publication, meeting quality standards.
- Creating visually appealing, user-friendly website interfaces.
- Developing wireframes, prototypes, and mockups to convey design ideas.
- Collaborating with developers, content creators, and project managers.
- Establishing and maintaining design standards for consistency.

### Graphic Designer, Innoma Digitals

January 2020 - October 2021

(previously Integrated Marketing Solutions)

- Creating visually compelling ads for various social media platforms such as Facebook and Instagram
- Researching and staying up-to-date on the latest trends in social media advertising design
- Presenting design concepts to clients and making revisions based on feedback
- Managing multiple projects and deadlines simultaneously
- Creating marketing materials such as brochures, flyers, and other collateral as needed for clients.

## COURSES

Foundations of UX Design Jan 2023

Coursera

Graphic Design Course Feb 2021

Gradient Institute of Technology, Lahore

Training in Digital Marketing Sept 2020

Digiskills.pk

Training in Graphic Design June 2020

Digiskills.pk