

# Rimsha Abdul Sattar

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Lahore, Punjab

## Summary

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I am a dedicated Graphic Designer with over 3 years of on-site experience, I've contributed to diverse design projects ranging from logos to social media posts, fashion layouts, photo editing, and promotional videos. My portfolio reflects a passion for translating ideas into visually compelling content tailored to each client's brand. With a blend of professional and freelance experience, I excel in collaborative environments, fostering teamwork to achieve shared objectives. Continuously evolving and learning.

## Experience

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### Graphic Designer (Freelance)

JAMIA ZAYNAB • Lahore, Punjab

06/2023 - 11/2023

- Tasked with designing posters and flyers for various purposes.
- Created visually appealing and informative posters to convey messages effectively.
- Designed eye-catching flyers to attract attention and generate interest.
- Incorporated brand elements and messaging to maintain consistency.
- Utilized creative graphics, typography, and color schemes to enhance impact.
- Ensured all designs were aligned with client preferences and objectives.
- Met deadlines and delivered high-quality print-ready files.

### Graphic Designer (Freelance)

Tote's Kingdom • Lahore, Punjab

06/2023 - 11/2023

- Designed the logo for Tote's Kingdom, reflecting its brand identity.
- Created visually appealing flyers to promote Tote's Kingdom events and offerings.
- Designed Dua stickers with custom artwork and typography.
- Crafted engaging and informative worksheets for educational purposes.
- Developed student ID cards with personalized designs and branding elements.
- Ensured consistency and professionalism across all design materials.
- Incorporated feedback and revisions to meet client specifications.
- Contributed to building brand recognition and enhancing marketing efforts.

### Social Media Designer (Freelance)

SK Motor Group Ltd • London

09/2023 - 09/2023

- Designed Instagram layouts integrating motion graphics for selling cars.
- Incorporated car pictures and details seamlessly into the layout.
- Utilized motion graphics to highlight key features and add dynamism.
- Created visually appealing compositions to attract potential buyers.
- Ensured clarity and readability of car details within the layout.
- Maintained brand consistency while showcasing individual car models.
- Optimized layouts for mobile viewing to enhance user experience.

### Photo Editor Freelance

Treasured Moments Photography • California, MD

02/2021 - 08/2023

- Edited student graduation images as part of a seasonal project.
- Ensured high-quality editing to enhance the appearance of graduates.
- Retouched images to correct lighting, color, and composition.
- Applied filters and effects to achieve the desired aesthetic and mood.
- Worked efficiently to meet project deadlines and deliver satisfying results.

- Collaborated with clients to understand their preferences and vision.
- Maintained confidentiality and professionalism throughout the editing process.

## Video Editor/Graphic Designer

Atif Riaz Production • Lahore, Punjab

03/2021 - 07/2023

- Developed promotional graphics to convey brand messages and promote products/services.
- Utilized graphic design skills to create visually striking and engaging content.
- Edited wedding highlights and reels with creativity and precision.
- Crafted compelling videos that captured emotions and told stories effectively.
- Proficient in graphic design and video editing software.
- Ensured each project met quality standards and exceeded expectations.
- Demonstrated attention to detail and dedication to excellence in every task.
- Contributed to successful marketing campaigns and memorable wedding experiences.

## Graphic Designer Intern

Atif Riaz Production • Lahore, Punjab

03/2021 - 08/2021

- Created engaging social media content, including promotional posts, offers, and Instagram layouts.
- Utilized strategic planning and creative execution to develop visually appealing content.
- Leveraged design skills and social media trend knowledge to craft compelling visuals.
- Effectively conveyed brand messages and enhanced online presence through visuals.
- Focused on attracting and engaging audiences through captivating content.

## Skills

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Video Editing, Photo Editing, Layout Design, Graphic Design, Adobe Illustrator, Adobe Premiere Pro, Adobe Photoshop, Branding, Logo Design, Packaging

## Education

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### Graphic Design

University of Management and Technology • Lahore, Punjab

Graduated from UMT with a commendable 3.5 CGPA in Bachelors in Graphic Design. Throughout my academic journey, I delved deep into the realms of design, mastering techniques ranging from graphic design to video editing. Additionally, I honed my expertise in branding strategies, adeptly navigating the intricacies of re-branding initiatives. Exploring the art of packaging design further enriched my understanding of visual communication. Armed with theoretical knowledge and practical experience, I am equipped to tackle multifaceted challenges in the creative landscape with confidence and innovation.

## Portfolio Links

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Portfolio Link:

- <https://rimshaabdul-sattar.journoportfolio.com/#/>

Retouching/Lightroom/Photoshop Edit Link:

- <https://drive.google.com/drive/folders/1kaq6BdqIP1SQvHR2qPzwr1CaS0Lycroy?usp=sharing>