

WAQAS SALEEM

DIGITAL DESIGNER | WEB DEVELOPER

+92 332 2619228 | wicky.saleem@gmail.com | www.waqassaleem.com



2016 - PRESENT

TECHNICAL PROJECT MANAGER

DOSAFAR TECHNOLOGIES PVT LTD - KARACHI

Collaborated with product and client servicing teams to develop and design social media campaigns. Managed the production pipeline, workflow, and team responsibilities. Created design presentations, analytic reports, and project progress sheets to ensure effective communication and coordination.

2014 - 2016

DIGITAL DESIGNER

COLOR STUDIO PROFESSIONAL - KARACHI

Collaborated closely with creative directors to establish & oversee design & production workflows. Contributed to products & store packaging design, executed impactful social media campaigns, & played a key role in storyboarding and prototyping various digital projects. Additionally, adept at working on Shopify sites.

2011 - 2014

GRAPHIC DESIGNER & WEB DEVELOPER

FREELANCE WORK (Getacoder & Elance) - HYDERABAD

Combining skills in graphic design, wordpress & web development, I bring a versatile & dynamic approach to creating visually appealing & functionally robust digital solutions. From crafting engaging graphics to developing seamless websites, my goal was to deliver a seamless and impactful user experience.

2009 - 2011

GRAPHIC DESIGNER & WEB DEVELOPER

AVENAZ BUSINESS SOLUTION - HYDERABAD

Extensive experience in developing corporate identities, product and package designs, outdoor ads, web projects, web applications, flash websites, presentations, and animations. Proficient in creating W3C compliant HTML and valid CSS, including the development of newsletter templates and handling diverse web-oriented tasks and maintenance.

2007 - 2009

GRAPHIC DESIGNER & WEB DEVELOPER

MAGSNET LTD - KARACHI

Extensive experience in diverse projects encompassing corporate identities, product and package designs, outdoor ads, flash websites, presentations, & animations. Proficient in UI/UX, digital campaigns, concept design, and the creation of print media & marketing collaterals. Notable expertise in website development & maintenance for renowned banks, insurance companies, & corporate entities, along with responsibilities in creating impactful flash advertising banners & promotional materials.

As a dynamic Graphic Designer & Web Developer with over 13 years of experience and a first-class bachelor's degree in Communication Design, I bring a passion for visual arts, from photography to digital art. I excel in managing teams and handling various technical aspects. My primary goals are to consistently receive positive feedback, continuously improve my style, and embrace learning to secure a better position in the future. My energetic mindset enables me to thrive in competitive environments, showcasing myself as a forward-thinking professional.

EDUCATION

2012 - 2013

COURSES IN CCS3, HTML5, JQUERY, PHP & MYSQL, WORDPRESS
AVENAZ INSTITUTE - PAKISTAN

2009 - 2012

BACHELOR IN COMMUNICATION DESIGN
MUET UNIVERSITY - PAKISTAN

2007 - 2009

PRE-ENGINEERING
HIAST COLLEGE - PAKISTAN

2006 - 2009

DIPLOMA IN MULTIMEDIA
ARENA MULTIMEDIA - PAKISTAN

2004 - 2007

CERTIFICATE OF PROFICIENCY IN INFORMATION SYSTEMS MANAGEMENT (CPISM)
APTECH EDUCATION - PAKISTAN

EXPERTISE & SOFTWARES

Design

Banners

Animation

UI/UX

HTML5

Typography

MSOffice

InDesign

Photoshop

Illustrator

After Effects

Adobe XD

Figma

Animate CC

Dreamweaver

Team-work oriented