

Ummul Bannin Haideri

Visual Communication Designer

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Education

Beaconhouse National University Lahore (BNU)
Bachelor in Visual Communication Design

Lahore, Pakistan
Sep 2019 - Jun 2023

Experience

Creative Project Manager

Lahore, PK

LedPulse

Jan - Mar 2024

- Managed complete projects from inception to completion. Ensured smooth project execution, maintained alignment among stakeholders and vendors, and developed contingency/mitigation plans to address potential obstacles.
- Organized all details, information, and documents. Enabled quick retrieval of information, ensuring no data was lost or missed, thereby saving time and increasing efficiency.
- Created, customized, organized, and maintained records of all legal documents. Ensured compliance with legal procedures for projects, collaborations, and deals, mitigating the risk of allegations or false statements.
- Conducted both internal and external communications. Kept all parties well-informed and updated, ensuring smooth and consistent communication.

Creative Executive

Lahore, PK

Bareeze (EGI)

Oct - Feb 2024

- Designed every digital content, including static, animated, and reel posts for daily advertisements and campaigns across all social media accounts. Consistently produce high-quality digital content, leading to increased engagement and follower growth on social media platforms.
- Conducted the entire web shoot process, including selecting backgrounds, models, styling, lighting, photoshoot the articles, image selection, editing, and resizing for web use. Successfully executed comprehensive web shoots, resulting in visually appealing images that enhanced online product presentation.
- Designed complete printable content and SMDs for Pakistan and Dubai, encompassing billboards, inserts, SMD videos, standees, walls, shopping bags, and flyers. Delivered impactful printable content and SMDs, contributing to successful marketing campaigns and brand visibility in multiple regions.

Visual Designer Intern

Lahore, PK

Happa Studios

Jul - Aug 2021

- Attended client MarvelCore Tree meetings to gather requirements. Designed Puffin Tampons product packaging from scratch, including mood boards, color selection, illustrations, and content composition. Successfully launched the design on the market and the client's website.
- Assisted the UI/UX designer for the NOSOLO App. Reflecting collaboration skills and experience in app design. Working directly with the CEO of Happa Studio Omer Jilani, emphasizes the trust and responsibility placed in my role.
- Created MES logo and its variations from scratch, underscoring brand identity development and graphic design proficiency.
- Designed the Rak Clothing Website UI/UX for an e-commerce platform, demonstrating expertise in creating user-friendly and visually appealing web interfaces. This project showcases the ability to improve user experience and enhance the online presence of retail brands.
- Developed various digital content, including static images, animations, and reels, illustrating versatility and creativity in digital marketing and content creation. For Clothing and Cosmetic Brands Zeen & Mana Social media and Website.

Projects

Exhibition, campaigns, social media

Jul - Dec 2023

- Created and designed all marketing content for the BNU-MDSVAD-MAAE Exhibition, including invites, printable standees, and streamers. Developed invites, pre-event, posters, e-vites, stories, post-event posts, reels, animations, statics, and stickers.

- Designed the entire marketing content for the ILF Exhibition. Produced printable artist catalogs, posters, standees, flyers, static visuals, reels, and animations for social media.
- Developed comprehensive marketing content for the IEP Expo Center Exhibition. Created printable materials, posters, standees, flyers, static visuals, reels, and animations for social media.

Skills

Technical: Typography, wireframing, prototyping, illustration, branding, photography, image retouching, color correction, design theory and principles.

Software: Adobe Suite, Figma, Procreate, Touchdesigner, Zbrush, HeavyM, Unreal Engine

Soft: Communication, attention to detail, critical thinking, time management, problem-solving & teamwork.