

AIMEN QURESHI

Graphic Designer | Digital, Print & Creative Media Communications

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Scan for Portfolio

PROFESSIONAL SUMMARY:

Graphic designer and media professional with five years of professional experience, including more than four years focused on design. Work spans real estate, hospitality, nonprofit, and consumer brands, with responsibility for the design and communication needs of six organizations simultaneously. Experienced in creating visual identities, campaign graphics, social media content, presentations, printed publications, event materials, and video. Takes briefs through design, feedback, and final delivery, keeping each piece consistent with its brand, audience, and intended format.

WORK EXPERIENCE:

Assistant Manager Media

Apr 2026 – Present

Apex Estates

- Handled design requirements for six organizations: ISMMART Group of Industries, Apex Estates, Hotel 17, Taam ul Khaas, BHM Foundation, and TMKP.
- Develop brand-aligned materials for each organization, including logos, social media graphics, presentations, books, and promotional content.
- Design print and event collateral such as certificates, brochures, booklets, standees, banners, flyers, and hanging tags.
- Work with internal teams on creative briefs, public notifications, revisions, and final artwork for digital and print use.

Deputy HOD, Media & Communication — BHM Foundation (Additional Duty)

- Built BHM Foundation's social media presence from the ground up, including platform setup, logo and visual identity design, content development, graphics, and a content calendar.
- Develop the foundation's social media and public-facing materials, maintaining a consistent identity across digital, print, and event formats.
- Edit videos for BHM Foundation's social platforms and official digital channels.

Graphic Designer – Stratify – UK

Jan 26 – Apr 26

- Created branded social media graphics and campaign materials for clients across different industries.
- Worked with marketing teams on briefs and revisions, delivering designs aligned with each client's visual identity.

Graphic Designer and Social Media Associate – Lavish Beauty

Mar 24 – Dec 25

- Designed social media graphics, promotions, and digital assets in a consistent brand style, and planned content and reviewed campaign performance to guide future posts.

Freelance Social Media Designer – Westgate Pizza, UK

Oct 25 – Dec 25

- Designed weekly branded social media content for a UK-based business, coordinating remotely on requirements, feedback, and revisions.

Visual Design Intern – Havit Growth Agency

July 25 – Oct 25

- Developed branding materials and marketing creatives for client campaigns, collaborating with design and marketing teams to refine assets.

Graphic Designer – Pachna

July 23 – Mar 24

- Designed social media creatives and digital and print marketing materials, incorporating feedback and finalizing brand-aligned artwork for delivery.

Junior Graphic Designer, Remote – Edwards College of Health Science

Mar 23 – July 23

- Designed promotional, educational, and institutional materials for different departments in a consistent visual style.

Junior Graphic Designer – Skies IT Solutions

Sept 21 – Mar 22

- Created social media graphics, branding materials, and marketing creatives for clients, supporting senior designers with visual concepts and campaign assets.

ADDITIONAL PROFESSIONAL EXPERIENCE

Visiting Lecturer – Govt. Girls Degree College Mandan, Bannu

Mar 22 – Mar 23

- Developed course materials and assessments, delivered undergraduate lectures, and evaluated student work.

EDUCATION:

BS Zoology

2017–2021

University of Science & Technology, Bannu.

FSc (Pre-Medical)

2014–2016

Govt. Girls Postgraduate College, Bannu

SSC (Science)

2012–2014

Pennell High School, Bannu

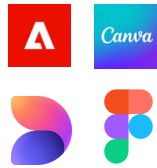
KEY ACHIEVEMENTS:

- Designed and delivered **4** print-ready books
- Produced **30+** social media designs (posts, covers, stories, and campaign graphics) across organizations
- Created **25+** print and event pieces, including standees, banners, brochures, certificates, and flyers, for multiple events
- **Edited videos** for BHM Foundation's official channels and additional client projects.
- Designed **several presentations** for management, events, and stakeholders
- Prepared **20+** public notifications and job post graphics

TECHNICAL SKILLS:

DESIGN SOFTWARE:

- Adobe Photoshop
- Adobe Illustrator
- Canva
- Microsoft Designer
- Figma
- Adobe Express



COMMUNICATION AND COLLABORATION:

- Slack
- Zoho
- Zoom
- Google Meet



PRODUCTION SKILLS:

- Digital artwork
- Print-ready artwork
- Presentation layouts
- Basic video editing
- Social media content production

PRESENTATIONS AND OFFICE TOOLS:

- Microsoft PowerPoint
- Microsoft Word
- Canva Presentations
- Google Drive
- Google Docs



VIDEO EDITING FOR SOCIAL & DIGITAL CHANNELS

- Canva
- Capcut



AI-ASSISTED IDEATION AND RESEARCH:

- ChatGPT
- Claude
- Gemini
- Perplexity
- Flow



SOFT SKILLS:

- Multitasking across six organizations
- Prioritization and deadline management
- Attention to detail
- Clear communication with stakeholders
- Adaptability across industries
- Openness to feedback and revisions

- Ownership and initiative
- Team support and leadership
- Creative problem-solving
- Independent and remote working
- Continuous learning
- Strategic thinking

CERTIFICATIONS

Graphic Designing

Skies IT Solutions (2021)

Visual Design Internship

Havit Growth (2025)

Freelancing

Digiskills.pk (2019)

UNDP Social Entrepreneurship

GGDC Mandan Bannu (2021)

Google AI Essentials

Coursera (2025)

