



# AKBER AHMED

UX/UI/GRAPHIC DESIGNER



Portfolio akberahmed.com

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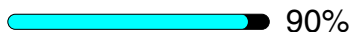
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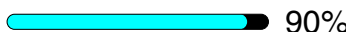
## Skills

Photoshop



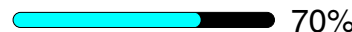
90%

Sketch



90%

After Effects / Premiere



70%

Illustrator



90%

Axure / InVision



80%

InDesign



70%



## Experience

### Freelance | UX + UI Designer

06.12 - present

Specialize in the design of digital products such as websites and applications. This is from inception all the way through the final pixel perfect design.

- Sketching out ideas
- Creating User Flows. This is my road map for the entire project.
- Experimenting with various wireframe ideas on paper until I get to the perfect one.
- Creating digital wireframes and clickable prototypes.
- Testing various iterations of the prototype with focus groups to see which is most successful and to define issues.
- Incorporating user feedback into wireframes and prototype
- Creating icons, and other items for UI Library
- Design pixel perfect product

Softwares used: Axure, InVision, Adobe Illustrator, Adobe Photoshop, Sketch

### MullenLowe Group | Senior Art Director

08.15 - 02.16

A senior position which had me overseeing some prestigious brands on the Unilever portfolio. These included but were not limited to: Lifebuoy, Knorr, Walls, Surf Excel and Blueband Margarine. I also worked on local brands such as Pakistan Stock Exchange and Dalda. My responsibilities included:

- Brainstorming the concept for an advertising campaign, either from scratch or an adaptation of an international campaign. These would be mostly print campaigns, with a TV Commercial.
- Establishing a visual style and key visuals for the campaign to follow.
- Briefing the team on the new assignment. The team would include Art Directors, Visualisers and Copywriters. I would usually brief all of them together but give each of them specific tasks.
- Always adhering to brand guidelines and making sure others are doing the same.
- Having meetings with various teams such as Strategy, Client Services and Digital.
- Presenting the work to the internal team as well as the client

## **Adcom Leo Burnett | Senior Creative Associate**

02.14 - 07.15

An international agency that prides itself on its creativity and innovation. Over here I was given full creative freedom to think outside the box and experiment. This applied to both big international brands as well as smaller local clients. Brands I worked on included: Burger King, Ten Sports, Domino's Pizza, Nando's, Engro: Olpers, Omore, British Council, IELTS, OLX, Coca-Cola Bottling Plant and Dalda Foods. My responsibilities included:

- Coming up with creative concepts for campaigns, individually and in groups
- Working on pitches for new business
- Visualising the look & feel for print and television concepts
- Having meetings with various departments such as Strategy, Client Services, Media etc.
- Presenting our work internally and to the client.
- Singlehandedly managed Domino's Pizza account; Concept creation, team briefing, seeing through to execution and finally presenting to the client.
- Creating moodboards and small animations
- Overseeing video production
- Attending video and photo shoots and art directing them.

## **Ogilvy & Mather | Visualiser**

10.12 - 01.14

My first experience in traditional advertising. Being part of one of the world's most renowned advertising agencies taught me a lot of things. I gained understanding of the inner workings of international agencies and the rules that need to be followed. I also got international exposure as we dealt with different regions too. Clients I worked on included: Mondelēz International: Tang (GCC & Pakistan), Cadbury, Unilever: Dove, Ponds and British American Tobacco. My responsibilities at Ogilvy & Mather included:

- Being part of the brainstorming sessions regarding creative concepts.
- Researching various visual styles or looks for campaigns and executing them.
- Following brand guidelines especially while working on big brands such as Unilever and BAT. Making sure there is consistency between touch points.
- Writing scripts for TV commercials; including Pakistan and the GCC region.
- Attending local and international video shoots.
- Designing event collateral and branding.
- Creating ideas for Augmented Reality and Virtual Reality for BAT brands that were not allowed to advertise to the general public.
- Package design, giveaway design, uniform design
- Logo design
- Working on pitches for new business

## **Creative Chaos | UX Designer**

01.12 - 08.12

I started my career at Creative Chaos; a digital agency that specializes in web and mobile apps. Over here I learned User Experience design, a sought after commodity in today's digital age. The most prominent project I worked on was the regional Coke Studio website that included Pakistan, India and Egypt. After working here I realized that the digital market in Pakistan is very limited, and hence decided to continue freelancing as a digital designer and switch to traditional advertising for my 9-5 career. My responsibilities at Creative Chaos included:

- Building concepts from client briefs
- Sketching out user flows and wireframes
- Using software such as Adobe Fireworks to create clickable prototypes
- Using multiple grids for various different websites (At that time the 960 Grid was the most popular)
- Conducting user tests
- Working on final pixel perfect Photoshop files.
- Making sure my files were organized so the developer would have no issues.
- Working alongside developers and Project Managers
- Attending meetings with clients and interpreting their feedback into the design



## Education

**Indus Valley School of Art & Architecture** | BA Communication Design, 11

Major: Graphic Design, Minor: Filmmaking

**Karachi Grammar School** | O & A Levels, 03 - 06

Economics, Business Studies, World History, Art



## References

**Bani Abidi** | Visual Artist, Berlin

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**Ali Mumtaz** | Creative Director, FP7, Dubai

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**Sadia Qutubuddin** | Former Executive Creative Director, Ogilvy & Mather, Karachi

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## Brands

Brands I have worked on include:

Unilever, Coca-Cola, Burger King, Domino's Pizza, Mondelez International, Pepsi, British Council, Ten Sports, British American Tobacco



## Languages

**English** : Native

**German** : A1

**Urdu/Hindi** : Fluent



## Personal

**Date of birth** : 24.06.87

**Nationality** : British

**Marital Status** : Single

**Current Location** : Berlin, Germany