




# Akber Ahmed

## Designer + Illustrator

 <http://akberahmed.com>

 +49 176 64445004

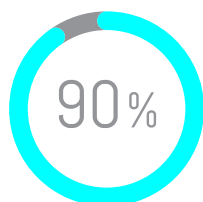
 akber.ahmed

 akberahmed@gmail.com

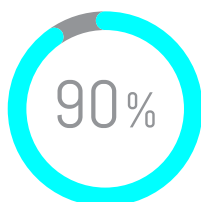
 in/akberahmed

 Berlin, DE

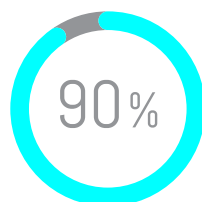
### Skills



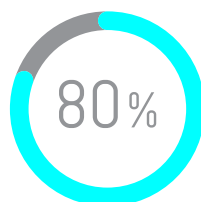
Photoshop



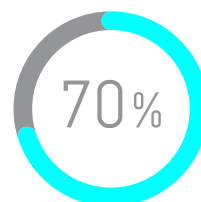
Sketch



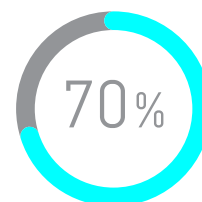
Illustrator



InVision / Axure



After Effects /  
Premiere



InDesign

### Experience

#### Freelance | *Digital Designer*

06.12 - present

Design digital products such as websites, banners and applications from inception to the final pixel perfect design.

- Sketch out ideas, creating user flows, wireframes and clickable prototype
- Testing various iterations of the prototype with focus groups & incorporating feedback
- Icon design and illustrations
- Pixel perfect accuracy
- Basic understanding of HTML, CSS and Javascript

#### MullenLowe Group | *Senior Art Director*

08.15 - 02.16

Oversaw prestigious brands of the Unilever portfolio. These included but were not limited to: Lifebuoy, Knorr, Walls, Surf Excel and Blueband Margarine.

- Brainstormed adaptations of international advertising campaigns
- Brief the team including Art Directors, Visualisers and Copywriters. Delegate individual responsibilities
- Make sure brand guidelines are adhered to and timelines are met
- Present the work to the internal team as well as the client

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

02.14 - 07.15

Handled both prominent international brands as well as smaller local clients such as: Burger King, Ten Sports, Domino's Pizza, Nando's, Engro, British Council, IELTS, OLX, Coca-Cola Bottling Plant and Dalda Foods.

- Develop creative concepts for campaigns, with groups as well as individually (including pitches for new business)
- Given full responsibility for certain clients such as Domino's Pizza
- Receive feedback from various departments such as Strategy, Client Services, Media etc.
- Present our work internally and to the client.

One of the world's most renowned advertising agencies. Clients I worked on included: Mondelez International: Tang (GCC & Pakistan), Cadbury, Unilever: Dove, Ponds and British American Tobacco.

- Extremely hands-on role, involved in everything from initial brainstorm to final visuals
- Designed print advertisements, logos, packaging, billboards, presentations and event branding
- International exposure having to handle international clients and multiple regions
- Writing scripts for TV commercials; including Pakistan and the GCC region. Travel for TVC shoots
- Ensure consistency between touch points and brand guidelines

**Creative Chaos** | *UX Designer*

01.12 - 08.12

A digital agency specializing in websites and mobile apps. The most prestigious project I worked on was the Coke Studio regional website for Pakistan, India, Africa and the Middle East.

- Develop concepts from client briefs
- Sketch out user flows and wireframes
- Create clickable prototypes and pixel perfect Photoshop files
- Keep files organized for developers, work alongside them as well as Project Managers
- Attending meetings with clients and interpreting their feedback into the design



**Education**

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

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Major: Graphic Design, Minor: Filmmaking

**Karachi Grammar School** | *O & A Levels*

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Economics, Business Studies, World History, Art



**Brands**

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



**Languages**

English : *Native*

German : *A1*

Urdu : *Fluent*

Hindi : *Fluent*



**Personal**

Birthday : *24.06.87*

Nationality : *UK*

Status : *Single*