



Muhammad Maysam

Nationality: Pakistani Gender: Male Phone: (+92) 3312342553 (Mobile)

Email: address: muhammadmaysamabbas@gmail.com

Address: R3, Sector 5c1, North Karachi, Karachi Pakistan., Karachi, Pakistan

ABOUT MYSELF

I'm a passionate Creative Director and Graphic Designer with 7 years of experience crafting bold, meaningful, and visually engaging design solutions. My expertise spans branding, digital design, and visual storytelling turning ideas into powerful visuals that connect with audiences and elevate brands. I thrive in collaborative environments, lead projects from concept to completion, and bring a balance of creative vision and strategic thinking to every project I take on.

EDUCATION & TRAINING

Matriculation

Board of Secondary Education Karachi [01/01/2017 - 31/12/2018]

City: Karachi Country: Pakistan

Intermediate

Board of Intermediate Education (Karachi) [01/01/2019 - 31/12/2020]

City: Karachi Country: Pakistan

Certified Graphic Designer

DigiSkills (Virtual University) [01/02/2019 - 03/09/2020]

City: Karachi Country: Pakistan

Occupational Skills & Competencies

1. Visual Design Fundamentals

- Expertise in applying Design Principles (Balance, Contrast, Emphasis, Proportion, and Hierarchy) to create aesthetically functional layouts.
- In-depth understanding of Design Elements including line, shape, texture, and space to communicate specific visual messages.
- Mastery of Color Theory, including the use of the color wheel, color psychology, and managing palettes for different media (RGB vs. CMYK).

2. Software Proficiency & Technical Execution

- Adobe Photoshop: Advanced image manipulation, digital photo correction, layer management, masking, and creating complex raster compositions.
- Adobe Illustrator: Creating scalable vector graphics, logo design, digital illustrations, and utilizing the Pen tool for precision paths.
- Typography: Selecting and pairing fonts, managing typographic hierarchy, and designing custom type for branding and publication.

3. Brand Identity & Marketing Design

- Conceptualizing and developing Visual Identity Systems, including logos, stationery (letterheads, business cards), and brand guidelines.
- Designing marketing collateral such as flyers, brochures, posters, and social media graphics tailored for digital and print advertising.
- Developing Packaging Design and creating 3D prototypes for retail products.

4. Design Thinking & Professional Workflow

- Applying the Design Thinking Process: Problem definition, empathy/audience research, ideation,

prototyping, and iterative refinement based on feedback.

- **Freelancing & Project Management:** Managing client requirements, portfolio development on global platforms (Upwork/Fiverr), and quality assurance for final deliverables.
- **Pre-press & Digital Output:** Preparing files for professional printing (bleeds, margins) and optimizing assets for web/UI use.

WORK EXPERIENCE

K Production House - Pakistan, Karachi

Graphic designer

[01/03/2019 - 30/09/2022]

Main Activities and Responsibilities

- **Social Media Content Creation:** Designed high-impact static posts and visual assets for various social media platforms (Facebook, Instagram, LinkedIn), ensuring alignment with client brand guidelines.
- **Video Editing & Motion Graphics:** Developed short-form video content and **Reels**, including cutting footage, adding transitions, and overlaying motion text to increase audience engagement.
- **Collaborative Design Workflow:** Worked directly under the supervision of the **Team Lead**, participating in brainstorming sessions and executing design tasks based on creative briefs and feedback.
- **Asset Management:** Assisted in the organization and maintenance of digital asset libraries, ensuring all project files were correctly formatted for both web and mobile displays.
- **Brand Consistency:** Maintained visual consistency across multiple campaigns by adhering to specific typography, color palettes, and stylistic requirements provided by senior designers.
- **Iterative Design:** Refined and edited drafts based on internal reviews to meet high-quality production standards within strict deadlines.

Key Skills Developed

- **Visual Communication:** Learning how to translate marketing goals into compelling digital visuals.
- **Multimedia Production:** Balancing static design with dynamic video elements (Reels).
- **Professional Adaptability:** Gaining experience in a fast-paced production house environment and learning to take constructive professional direction.

Aykays - Pakistan, Karachi

Graphics designer

[20/01/2023 - 30/04/2023]

Main Activities and Responsibilities

- **B2B Collaboration & Client Briefing:** Collaborated closely with the Sales Team to interpret and execute design requirements for international clients sourced from global freelance platforms (Upwork, Fiverr).
- **Comprehensive Visual Content Creation:** Independently managed the production of high-quality graphic assets, including branding materials, social media kits, and promotional web banners.
- **Video Post-Production:** Edited professional video content, focusing on clean cuts, pacing, and color consistency for commercial use (excluding high-end VFX/Animation).
- **Project Ownership:** Transitioned from a junior to a mid-level role, taking full responsibility for the design lifecycle from initial concept to final file delivery.
- **Deadline Management:** Successfully handled a high volume of diverse design tasks, maintaining quality and brand standards within the fast-paced environment of a freelance-driven agency.
- **Technical Optimization:** Prepared and optimized all visual assets for various digital platforms, ensuring correct aspect ratios, resolutions, and file formats for client use.

Artxpro pvt ltd - Pakistan, Karachi

Senior Graphic designer

[01/05/2023 - 10/01/2024]

Main Activities and Responsibilities

- **Key Account Design Strategy:** Lead the creative visualization and design execution for Pakistan's premier brands, including **Phoenix Battery, Adamjee Insurance, and Ronin Lifestyle.**
- **Brand Identity Development:** Conceptualizing and designing comprehensive visual identity systems, ensuring brand consistency across diverse marketing channels and touchpoints.
- **Multimedia & DVC Production:** Directing and executing the visual components of **Digital Video Commercials (DVCs)**, focusing on high-end storytelling and professional post-production.
- **Packaging Design:** Engineering innovative and market-competitive packaging solutions for retail products, balancing aesthetic appeal with technical print requirements.
- **On-Set Creative Assistance:** Actively participating in **professional advertisement shoots**, providing creative input on framing and visual aesthetics to ensure the final footage aligns with the design vision.
- **360-Degree Visual Campaigns:** Developing integrated visual designs for large-scale advertising campaigns, spanning from digital social media assets to large-format outdoor print.

Blaze Interactives pvt ltd - Pakistan, Karachi

Creative Head

[11/01/2024 - 31/05/2024]

Main Activities and Responsibilities

- **Creative Leadership & Vision:** Spearheading the creative direction for the agency, overseeing the conceptualization and execution of multi-platform digital campaigns and brand identities.
- **Team Management & Mentorship:** Leading and managing a team of graphic designers; providing technical guidance, conducting design reviews, and fostering a collaborative environment to ensure high-quality output.
- **Workflow Optimization:** Establishing and refining design processes and "SOPs" to improve team efficiency, ensuring all projects are delivered on time and meet the agency's premium standards.
- **Strategic Client Consultation:** Acting as the primary creative link between the agency and key stakeholders, translating business goals into compelling visual strategies and design solutions.
- **Quality Assurance & Art Direction:** Reviewing all design and multimedia assets (including graphics and videos) to ensure strict adherence to brand guidelines and creative excellence before final delivery.
- **Resource Allocation:** Managing project assignments based on team members' strengths, balancing workloads, and overseeing the professional development of junior and mid-level designers.

Storm Tech pvt ltd - Pakistan, Karachi

Creative director

[01/06/2024 - 15/10/2025]

Main Activities and Responsibilities

- **Creative Strategy & Brand Architecture:** Defining the overarching visual and creative standards for the organization, ensuring all brand communications align with long-term business objectives.
- **Executive Leadership:** Overseeing the entire creative department, including design, multimedia, and content teams, to deliver 360-degree integrated marketing solutions.
- **Innovation & Trend Forecasting:** Identifying emerging design trends and technological advancements (such as AI-driven design or interactive media) to keep the agency and its clients ahead of the competition.
- **Stakeholder & Client Relations:** Partnering with C-suite executives and key clients to pitch creative concepts, secure high-value accounts, and consult on brand positioning.
- **Budget & Resource Management:** Managing the creative budget, sourcing external talent or vendors when necessary, and optimizing departmental resources for maximum ROI.
- **Cross-Functional Collaboration:** Working alongside the Marketing, Tech, and Sales departments to ensure a cohesive user experience (UX) and visual language across all digital products and platforms.

Xceeds pvt ltd - Pakistan, Karachi

Creative director

[15/10/2025 - Current]

Main Activities and Responsibilities

- **Creative Vision & Executive Leadership:** Shaping the long-term creative roadmap for the agency and its global/national clientele, ensuring all visual output aligns with the brand's core mission and market positioning.
- **360° Campaign Oversight:** Directing large-scale, multi-channel marketing campaigns—from conceptual ideation and DVC production to digital and physical brand activations.
- **Operational Strategy:** Implementing advanced creative workflows and systems to bridge the gap between creative teams and technical/development departments, ensuring seamless product delivery.
- **High-Level Client Partnership:** Serving as the lead creative consultant for key accounts, pitching innovative design solutions to C-suite executives and stakeholders.
- **Brand Evolution & Transformation:** Leading rebranding initiatives and visual identity overhauls to modernize client assets and improve market competitiveness.
- **Mentorship & Talent Development:** Cultivating an elite creative culture by hiring, mentoring, and managing senior-level designers and creative leads, fostering an environment of continuous innovation.

LANGUAGE SKILLS

Mother tongue(s): Panjabi; Punjabi | Urdu

English

LISTENING: B2 **READING:** C2 **WRITING:** C2

SPOKEN PRODUCTION: A2

SPOKEN INTERACTION: A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user