

Navira Ahmed

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Personal Profile:

I am a highly motivated Marketing Graphic Designer. Versatile creator, eager to learn new things. Utilizing my existing skills, connecting business and design to allow me to use my creative side and secure a permanent position. A fast learner with excellent attention to detail and a collaborative mindset, eager to grow in a creative team environment and contribute to impactful marketing and design projects involving digital marketing campaign, advertising, particularly interested in promotional marketing, brochure and packaging design, information, branding and motion graphics. My creative skills and abilities include layout video and editing, animation and visual storyboarding. I am confident and interpersonal selling ideas, innovative problem solving, and skilled producing eye-catching visual images and layouts using social media marketing, with a solid understanding of SEO Search Engine Optimization, keyword research, and content creation. Experienced in working with marketing tools like Canva, Uber suggest, and SEMrush to drive engagement and improve brand visibility. Passionate about combining creativity with strategic marketing to deliver impactful results. Proficient in Adobe Creative Suite for Windows and macOS, Autodesk 3DS Max, Blender and Unity. My work experience to date includes copyright research, handmade digital print layered and crafted laser cut book with a moving image, print and digital designs for physical and digital publications, brand identity and marketing, and colour designs and matching colour schemes for Web pages. During the covid-19 pandemic, I took a career break to provide full-time care for a family member with sudden mobility challenges. This period I focussed on building my resilience, strengthening organisation skills, managing responsibilities under pressure. I am now fully fit have made lasting lifestyle adjustments to maintain my situation and am eager to return to work with renewed energy and commitment, strong ability work in a fast-paced environment and to deliver excellent support.

Qualifications & Training:

2021	Bradstone Allington	CPD Graphic & Digital Design Management
2019	University for the Creative Arts, Surrey	BA (Hons.) Graphic Design
2015		Art & Design Foundation Diploma, Graphic Design

Areas of Expertise & Knowledge:

- German native speaker with exceptional interpersonal skills.
- Quick learner and adapter to any kind of situation.
- Demonstrate strong graphic design, digital design and traditional creative skills.
- Use vital criticism so I can develop better outcomes and results for the client's projects.
- A creative and enthusiastic mind-set whether brainstorming or visually thinking.
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- Thinking outside the box and coming up with innovative design ideas.
- Problem solver, identifying and implementing new ideas.
- Excellent graphical skills, creative flair and good colour sense.

Work Experience:

Marketing Executive & Graphic Designer

Australian Career-Focused Startup: Jun 2022 – May 2023:

- Working in the marketing team as a Marketing Executive, Graphic Designer.
- Creating print and digital marketing materials and web content for social media and editing videos.
- Market research for Australian career focused startup companies.
- Conducting proactive marketing campaigns, running social media accounts.
- Analysed keyword search volume and SEO difficulty for terms related to recruitment, internships, and coaching services using AnswerThePublic, Ubersuggest, and SEMrush.
- Created compelling content using Canva and the Adobe Creative Cloud suite, including Photoshop, InDesign, Illustrator, and Premiere Pro. Skills: Graphic Design, Social Media Marketing, Editing, Animation.

Graphic Design Internship

Market Me Digital, London: May 2021 – Aug 2021

- Working in a digital marketing & design agency focused on digital web and interface design.
 - I review client's brief objective, analysing brief brainstorming ideas researching to study in detail about the project in order to discover new information examine it.
 - Worked on idea generating producing ideas.
 - Design several social media and business cards drafts models and prototype produced and presented graphic and design solutions to implement innovative marketing campaigns for logos, banners and interfaces.
 - Work was on making decision and achieved artistic eye catching visual layouts. Worked collaboratively launching projects for international clients.
 - Previous project that I have touched on are brand identity and merchandise design for digital web and interface app design.
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Collaboration with Artist Bianca Barandun (Volunteer)

FHEA Training for Higher Education: Apr 2019 – Jun 2019

- Developed an interactive game using a Bare Conductive Touch Board for Alzheimer's and Dementia patients.
 - Contributed to research on how interactive print and game-based design can support memory and cognitive health.
 - Work featured in a publication documenting the project and its relevance in wider-print application for health and education.
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Junior Graphic Designer

Pop up Practice Studio, Epsom: Feb 2017 – Sep 2017

- Worked as part of a design team produce graphic, digital and editorial designs for private and corporate clients.
 - Dealt with client enquires, logged and referred calls/emails and arranged and managed team appointment diaries.
 - Received daily brief of team tasks and set targets for projects, and assisted manager delegate duties to team.
 - Sketched creative designs and presented new innovations for new brand identity and marketing campaigns.
 - Produced graphics and print for marketing and promotion presentation board for Bandai Namco Amusement.
 - Assisted a fine art client with the copyright images, and designed portfolio layout of artwork for websites.
 - Updated staff attendance records and processed income and expenses for each project.
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Library Assistant:

Royal Borough of Kingston upon Thames: Surbiton & Tudor Drive Library: May 2011 – Jun 2012

- Putting books, DVDs and CDs on the shelves in the correct order (numbers and alphabet, by topic/theme).
- Helping supervisors and drivers to deliver boxes/packages of books to different local libraries by van.
- Community service work, donating children's books to Kingston Parish Church (Church of All Saints).
- Preparing reminder letters, putting them into envelopes, and organising them for posting.
- Community Library Services – delivering library books to flats, houses and elderly people by car.
- Delivering library books to Alfriston Day Care for elderly people.
- Organising, sorting and rearranging books in Surbiton Library, including collecting and exchanging books.
- Checking library areas to make sure information, posters and displays are up to date.
- Registering new users: checking ID, issuing cards, updating the system, and explaining library services and facilities. Answering enquiries using IT research tools, the internet and library users to find books, information and other resources.

References available on request.