

Zulfeqar Ali

Creative Visionary with 6+ years of experience in graphic design, specializing in delivering impactful visual solutions that elevate brands and captivate audiences.

Portfolio www.zulfiqaridrisi.com


Portfolio www.behance.net/zulfiqaridrisi

LinkedIn profile linkedin.com/zulfiqaridrisi


Email idsrizulfiqar@gmail.com

Contact 9990898986 | 9720009674


Work Experience

 **Senior Creative Designer, Visualiser** May 2022 - Present
IndiaLends (GC Web Venture Pvt. Ltd.) Gurugram


- Created a Brand Manual for Social media and Maintain a consistent visual identity across all graphics, ensuring brand recognition and cohesiveness.
- Collaborate with the marketing and product team to create graphics and UI that align with the overall Landing pages, Mobile App, social media strategy and email, RCS, Meta marketing campaigns.
- Transform data into visually appealing and easy-to-understand graphics, infographics for informative posts. and designed interactive and engaging graphics, such as polls, quizzes, and stories, to encourage user interaction.
- Taken email marketing to the next level through strategic design

 **Senior Graphic Designer, Visualiser** April 2021 - May 2022
Jiva Ayurveda, Faridabad


- Worked as a Senior graphic designer and a Social Media Marketer for multiple Ayurveda Services and products.
- Handling creative responsibilities from social media management & Ui/Ux of the company's pages to supervising the designs of the website.
- Design graphics specifically tailored for Meta ads, ensuring they are attention-grabbing and aligned with campaign objectives.
- Designed Products Videos, stationery and all kind of Printing Materials like Promotional Posters, Products Packaging and Labels, Banner, Leaflets, Catalogs, Internal Branding, and TV L Band.

 **Senior Graphic Designer, Visualiser** May 2019 - April 2021
Different Advertising, Riyadh Saudi Arabia

- Worked as a Senior graphic designer and Print Manager.
- Developed Print Materials Such as Banners and Standee, Invite, Catalogue, Product Packaging, Stickers, Labels, Bunting, Dangers, Tags, Paper Bags, Non Woven Bags, Diaries, Calendars, Corporate Gifting Etc..


 **Senior Graphic Designer** July 2018 - May 2019
Digixito Media Private Limited, Noida

- Translate creative briefs and marketing strategies into visually appealing designs.
- Develop and present design concepts to the creative team and clients. Ensure that all designs align with the client's brand guidelines and maintain consistency across various platforms and campaigns.
- Create designs for a variety of media, including print, digital, social media, and other emerging platforms. Collaborate with the creative team to establish and refine visual brand identities.


 **Graphic Designer** March 2017 - July 2018
Radhey Advertising & Marketing Company, Noida

- Worked as a graphic designer and developed Print Materials Such as Event Branding, Flex, Banner, Outdoor Advertising and 50+ Exhibition Branding and print material delivered Successfully.


Achievements


 **Award and Reward By Yuvraj Singh (Indian Cricketer)**
YouWeCan Foundation 2018

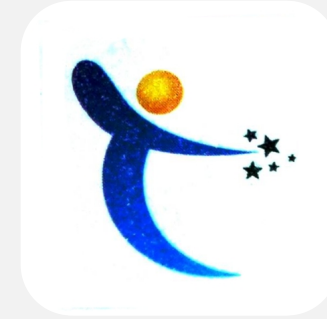
 **Rewarded By Saudi prince alwaleed bin talal**
Kingdom Holding 2019

 **Honesty and Integrity Certificate**
IndiaLends 2023

Education


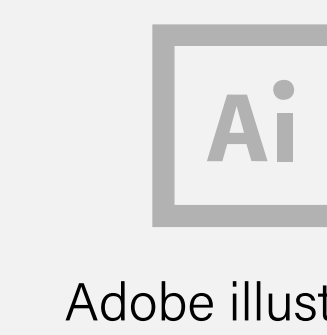

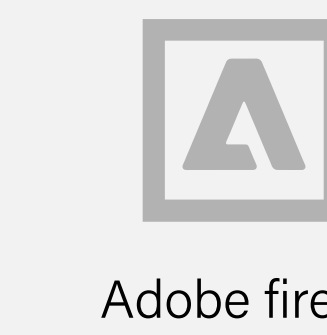
 **Bachelor of Art** 2015 - 2018
M.J.P.R University, Bareilly

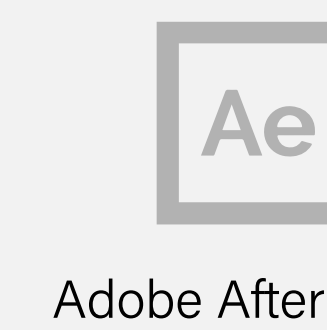
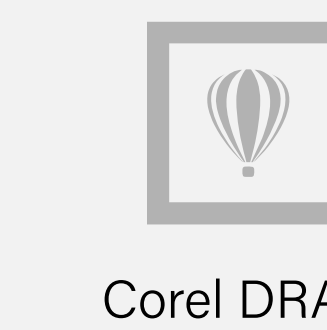
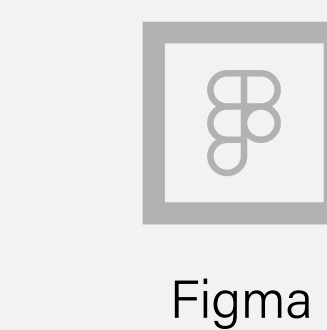
 **High School and Intermediate** 2011 - 2013
Uttar Pradesh Board

 **Diploma in Graphic Design** 2014
Troop Institute, Moradabad

My toolbox for creatives

My softwares and creative skills are ready to design, research, plan, develop and launch. Driven to get the best results for organisations.

 Adobe Photoshop  Adobe Illustrator  Adobe XD  Adobe Firefly

 Adobe After Effect  Adobe InDesign  Corel DRAW  Figma

Biography

Name	Date of Birth
Zulfeqar Ali	28-May-1996
Gender	Nationality
Male	Indian
Marital Status	Place of Birth
Married	Karanpur, Moradabad

Hobbies and Interest



I solemnly declare that all the above information is correct the best of my knowledge and belief.