



# Ahtisham Rasheed

## Sr. Graphic Designer & UI/UX Designer

With 5+ years of Senior Graphic Design and UI/UX experience at xiQ, I blend creative prowess and leadership skills. My portfolio extends to freelancing and short-term projects, enhancing my versatility in Graphic Design and UI/UX. My forte lies in translating complex ideas into captivating designs and user-centric experiences. I've honed leadership through team management and fostering innovation. Eager to contribute my expertise and passion to a dynamic team, I'm driven to deliver design excellence and lasting impact.



## PROFESSIONAL EXPERIENCE

### Sr. Graphic Designer & Team Lead | xiQ

March 2019 - Present

**Design Leadership:** Lead and inspire a talented graphic design team, guiding the creation of captivating visuals and strategic design solutions.

**Collaborative Excellence:** Partnered seamlessly with cross-functional teams, including Sales and Marketing, to craft compelling:

- Engaging Carousels and Campaign Ads that ignite audience interest.
- Infographics that simplify complex data into visually appealing narratives.
- Dynamic Email Newsletter Templates for effective communication.
- Persuasive PowerPoint Slides for impactful presentations.
- Striking Social Media Banners for brand identity reinforcement.
- User-centric Website Landing Pages that enhance UX/UI.
- Intriguing Teasers that spark curiosity.
- Precise Photo Editing for impeccable image quality.

**Rebranding Initiative:** Led the successful 2022 rebranding of xiQ's website and social media platforms, elevating the brand's digital presence.

### Intern Graphic Designer | KHALEEF TECH

October 2018 - December 2018

Collaborated with the Khaleef Tech design team as an intern, contributing to a diverse range of creative projects.

Gained hands-on experience in graphic design and honed skills in design software and project execution.



## EDUCATION

### BS Computer Science (4 year) | Virtual University of Pakistan

2013 - 2018



## SOFTWARE SKILL

Adobe Photoshop

★★★★★

Adobe Indesign

★★★★★

Adobe Illustrator

★★★★★

Adobe After Effect

★★★★★

Figma

★★★★★

Sketch

★★★★★

MS Office

★★★★★

MS Powerpoint

★★★★★



## CONTACT

### PHONE

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### PORTFOLIO

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### ADDRESS

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## Expertise

- Graphic Design
- UI/UX Design
- Adobe Creative Suite
- Typography
- Branding
- Project Management
- Communication



Singing



Games



Netflix



Digital  
Sketching



## SHORT PROJECTS

### Fitkart.pk (Ecommerce Platform) 2020

- Set the brand guidelines and crafted their logo, as well as designed social media banners, and more.
- Completed a dynamic range of projects, infusing creativity into every aspect.

### Bonjour Geeks 2020

- Collaborated with the company on a project basis.
- Created captivating logos, engaging social media banners, and imaginative illustrations.

### Soken 2020

- Worked with the company on a project basis.
- Designed app UI/UX and visually appealing graphics.

### Career Sols 2020

- Engaged with the company on a project basis.
- Produced eye-catching social media banners, captivating visuals, and persuasive presentations.

### Freelancing 2015-2020

- Thrived in the world of freelancing, completing over 700 online projects in graphic design on platforms like Fiverr and Upwork, turning ideas into captivating visual realities.



## ACHIEVEMENTS

### xiQ, Inc. Website Re-branding

2022

Successfully rebranded xiQ's website and social media platforms, ensuring a fresh and modern look for the company.

[www.xiqinc.com](http://www.xiqinc.com)

### Best B2B Infographic Award

2020

Recognized for creating award-winning B2B content in the form of an impactful infographic while at xiQ.

[www.xiqinc.com/new-age-b2b-marketing-innovate-or-die-infographic/](http://www.xiqinc.com/new-age-b2b-marketing-innovate-or-die-infographic/)



## CORE COMPETENCIES

**Client-Centric Design:** Specializing in tailoring design projects to meet the unique needs and preferences of clients.

**Creative Illustration:** Proficient in providing captivating illustrations to complement design projects.

**Deadline Management:** Exceptional at consistently meeting and exceeding project deadlines.

**Collaborative Teamwork:** Adept at working collaboratively within multidisciplinary teams, fostering creativity and efficiency.