

I'M **UMAR LAGHARI**, A MARKETING GRAPHIC DESIGNER SPECIALIZING IN CREATING USER-CENTRIC DESIGNS THAT EFFECTIVELY COMMUNICATE BRAND MESSAGES TO THE TARGET AUDIENCE.



umarlagharidesigns@gmail.com

0092 304 7897470

Work Experience

Graphic Designer @ Global Data 365

DEC 2022 - PRESENT

Rebranding (Logo & Brand Guidelines) - Global Data 365
Redesigning Website www.globaldata365.com and Building website using WordPress.

Graphics for Social Media Marketing Campaigns.
Email Templates Design [mail chimp] and Email Banners.

Designing Corporate Stuff (Documents, Posters, Brochures, Company profile, Business Proposals, Client Case studies)
Collaborating with Marketing team to ensure consistency of designs.

Graphic Designer @ Viral Square

SEP 2021 - OCT 2022

Rebranding: Logo and Branding Guidelines.

Designed Graphics for all social media campaigns.

Events photo editing, print designs (posters, brochures, company profiles, case studies), corporate profiles, and business proposals

Video editing, animation, and GIF creation from ideation to execution.

Collaborated with Marketing team to ensure consistency of designs.

Resume Designs for Business Development team. Designing Corporate Company Profile & Business Proposal Designing Employee Identity Cards.

Graphic Designer (part-time) @ MadiLinks

FEB 2021 - JULY 2021

Created visuals for multiple brands including logos, social media designs, banners, and banner ads while following the organization's branding.

Conceptualizing visuals, designs, graphics, and layouts to meet client requirements

Staying up-to-date on industry standards, technology trends, social media, competition, and market trends.

Education

University of Education

2018 - 2022

Bachelor of Science

Certifications

LinkedIn

Amy Balliett

Marketing Strategy for Designers

Coursera

California Institute of the Arts

Brand New Brand

SkillShare

Linsday Marsh Design

Graphic Design Masterclass

What I know

Tools I Use

For Design

Figma · Photoshop · Illustrator · InDesign

For Website and Email Designs

Word Press · Mail Chimp · Odoo

For Productivity

MS Teams · Notion · Jira · Trello

Skills

Logo Design · Branding · Video Editing
Marketing · Ui Design · Web Design ·
Print Design · Colors · Typography ·
Layout · Email Templates

Languages

English · Urdu · Punjabi

See My Work :  www.umarlagharidesigns.com

 [LinkedIn](#)

 [Behance](#)