

NAEEM MAHMOOD

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PROFILE

I am able to tackle a wide range of projects I am given; be it web, motion, branding, or print. I also use my creativity to make good decisions in the directions that said designs should go.

I have a great eye for detail and I am very good at creative idea generation. Overall, I consider myself a thoroughly flexible and skilled designer, who has enough experience and expertise to take initiative and come up with creative ideas while being adaptable to various styles and techniques.

EDUCATION

London South Bank University

Bsc (Hons) Product Design Computing

First Class Honors Degree June 2008

EXPERIENCE

Boden – boden.co.uk

Web Designer

April 2011 – Present

- Designing daily email campaigns for different market segments.
- Liaising with marketing team and copywriters through briefings.
- Produced design proposals for various seasonal online marketing campaign promotions to be presented to marketing team and directors.
- Successfully designed and presented new email layout for use across all of Boden's markets.
- Working independently on email/web campaigns while adhering to strict deadlines.
- Populating website with required banners, flash animated features and general site assets.
- Working with affiliates team to produce seasonal/sale banner sets.

Double Barrel Design & Consultancy – dbdc.com

Graphic Designer

January 2009 – Present

- Multitude of web and corporate identity projects for a wide variety of clients.
- Illustrating for logos, interior design, packaging, etc.
- Software usability design. Incorporating interface usability and user experience best practices.
- Front end website design.
- Flash animations for websites and presentations.
- Print design.
- Overseeing and coordinating design of marketing materials.
- Leading projects from start to finish.

Tower Hamlets Summer University London

Graphic Design Tutor

18th – 29th August 2008 & 18th – 29th August 2009

- Introducing students to creative graphics and web design.
- Teaching students Adobe Photoshop CS3, Illustrator Dreamweaver & Flash.
- General assistance in completing exercises and project tasks.
- Mentoring and guiding students with design projects.

Uber-London.co.uk

Designer (placement)

21st – 25th July 2008

- Creating animations using After Effects CS3.
- Creating storyboards for short adverts.
- Providing design input on various ongoing project.

Just Fabulous TV

Graphic Designer (internship)

20th September 2006 – March 12th 2007

- Providing design input and direction for marketing and programming projects.
- Designing presentational material for meetings (PowerPoint, Flash).
- Designing promotional material (brochures, posters, web ads and leaflets)
- Providing web design material (banners, wallpapers, e-flyers and photo-editing).

WOW Toys UK

Graphic/Web Designer (internship)

20th December 2005 – 5th May 2006

- Product photography/photo retouching.
- Designing promotional material (brochures, posters, web ads and leaflets).
- Designing company website.
- Creating flash based animated presentations for selected products.

SKILLS PROFILE

Computing

- Advanced user of Photoshop & Illustrator.
- Strong user of Indesign.
- Strong Flash animation skills & techniques.
- Good knowledge of Dreamweaver.
- Good knowledge of HTML and CSS.
- Advanced user of Microsoft word & PowerPoint.

Communication

- Able to communicate with people of all backgrounds and deal with them on a daily basis via email, telephone and face-to-face.
- Frequently have to negotiate deadlines with clients.

Teamwork

- Work part of a large team and often work with other members on tasks with strict deadlines.
- Working well in groups during academic projects including planning, co-ordination and commitment.

Thanks for taking the time to look over my curriculum vitae. If you haven't already done so then please visit my latest portfolio at: **www.naeemfx.com**

References available on request