

SH
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A H m
U d graphic Designer



sheema mahmud [aka virtualDeziner]

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*a geek. born with creative blood imaginative brain,
poetic heart and majestic attitude.*

hate jewelry, but passionate about gadgets, in spite of having a few gray hairs I love exploring new technologies & spending time on my workstation, digging blogs, tweeting and playing with DSLR.

a conceptual thinker with hands-on techniques, my creative instinct, breadth of design capabilities & depth of expertise widens on more than 2 decades; which helps me to produce fine graphic designs.

about *me*

good graphic designers are not only *excellent* visual artist, but communicator as well

like a chemist in a lab, i have experimented from manual artwork to multimedia. a certified graphic designer with an innate sense of aesthetics.

i am a senior graphic design professional with the expertise in BTL, my career has focused on the "creative process" in a number of industries including advertising, yellow pages, television, digital printing and the more recent technology. my areas of interest include '*GUI design, photography, theme visualisation, typography, digital imaging, and video production*'.



education

technical diploma in graphic design, 1984-1988



certifications

- website designing, flash animation, 2000
- 3d modeling (studio max) 2001-2002 (not practicing any more)
- web project management, 2013
(from eclasses.org IWA - International Webmasters Association)



expertise

creativity / visualisation / design
art direction / graphic designing
web / mobile UI design
photography (HDR image editing)
animation
print production
and above all, team management



membership



INTERACTION DESIGN
FOUNDATION

WORLD
PHOTOGRAPHY
ORGANISATION



career objective & *skills*

small opportunities are often the beginning of *great* enterprises ~Demosthenes

my career objective is to secure a decent position in a company where I can help establish the direction of outstanding design work, lead and mentor others in my domain and help beginners understand the creative process while designing the best possible products by applying my experience and skills.

moreover, a professional environment which offers challenges, creative freedom, and acceptance of innovation & compensates enough to relieve me from financial worries.



key skills

- a team player with a management proven leadership abilities
- job target planning, implementation & achievement with deadlines
- able to show initiative and make decisions
- ability to motivate self & others
- ability to simultaneously perform multiple tasks in a fast-paced work environment



field of experience

- graphics - (BTL)
- new media - (GUI / social media management)
- print media - (offset / digital)
- electronic media - (video direction/production)



technical knowledge

designing



99.9%



75%

image manipulation



99.9%



90%



90%

motion



85%



75%



85%



50%



50%

web / rich media



70%



90%



90%



90%



90%



45%



45%

documentation



90%



75%



75%

work *experience*



UAE

senior creative designer

NEXA Digital (Tcome)
from Aug. 2017 till date

design manager

Local Media FZCO (Dubai Silicon Oasis)
from Sep. 2011 to Nov. 2015

creative art director

IMC Advertising FZLLC (Dubai Media City)
from June 2004 to Aug. 2011

in-charge indoor digital printing

DNA Graphics (Abu Dhabi)
from Oct. 2003 to April 2004

Pakistan

lead multimedia designer

Makabu (Software Technology Park, Islamabad)
from Sep. 2000 to Jan 2002

senior visualizer

PTV - Pakistan Television (Islamabad)
from July 1999 to Jan. 2000

design director (freelance)

Magic East (Islamabad)
from January 1999 to September. 2003

video director/producer/ managing partner (freelance)

Crabs Multimedia Company (Islamabad)
from May 1996 to Dec 1998

supervisor design

Transworld Publicity Pakistan (PTCL Yellow Pages Directories)
from Aug 1993 to Aug 1997

senior designer/visualizer/assistant art director

MPL - Manhattan Pakistan Limited (Islamabad)
from 1990 to 1993

designer

Adage Advertising (Islamabad)
from 1989 to 1990

major *clients*

I always use my *clients' products* this is not toady-ism, but elementary *good manners* ~ David Ogilvy

IMC Advertising FZLLC

DP World
XEROX Emirates / Middle East
Habib Bank AG Zurich
Chelsea Hotel Apartment
Taj Hotel Dubai
W Hotel Doha
United Arab Shipping Company
DAL Group, Al Sunat, Sudan
Global Strategies Group
Orchid Gulf fz LLC (Fedrigoni Papers)
MAF Dalkia Middle East
Dubai Cares
Dragon Oil
Grand Spa and Salon
Dubai Cares (Traccs)
L'Oréal
NIVEA
and various Art Galleries

Freelace

Al Sayegh Media
Sixth Frame Productions
ITSSN (USA)
Savory and Partners
Al Tayyar Travel and Tourism Group
Rezgateway (USA)
Dunes of Arabia (WAFI Mall)
Madina Mall

Local Media FZCO

LocalSearch.ae
LIVAITE Cosmetics
GIORDANO
Happy Valley Thai Massage Spa
Ruth's Chris Steak House
Parasol Garden Furniture (US)
Adventure Travel Sports Education (UK)
Dubai Sports City
Bin Majid Hotels & Resorts
Golden Tulip
The Els Club
Berlitz
Bin Aweidha Group
Marlin Furniture

Nexa Digital

Last Exit Dubai (Merass Holding)
Jasadak Amana, National Services
Iceland Water Park, Ras Al Khaimah
Al Seef Village Mall, Abu Dhabi
Shangri-La, Dubai
Oman Trading International
Nakheel Dubai

thank *you*



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sheema mahmud rahman