



Sheema Mahmud

GRAPHIC DESIGN PROFESSIONAL

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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 hair I love exploring new technologies & spending time on my workstation, digging blogs, tweeting and playing with Camera.

A conceptual thinker with hands-on techniques, my creative instinct, breadth of design capabilities and depth of expertise are based on three decades of hard work that has enabled me to produce distinctive designs.

work *experience*

UAE

SENIOR CREATIVE DESIGNER

NEXA Digital (Dubai Tcome)
from Aug. 2017 till date

DESIGN MANAGER

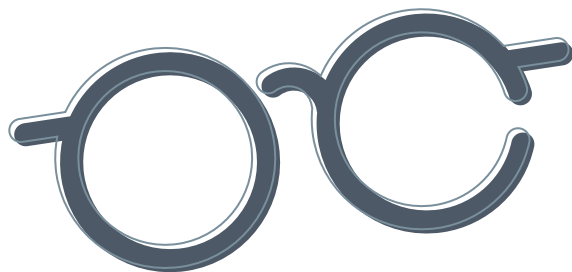
Local Media FZCO (Dubai Silicon Oasis)
from Sep. 2011 to Nov. 2015

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

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/ASST. ART DIRECTOR

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

DESIGNER

Adage Advertising (Islamabad)
from 1989 to 1990

skills & *expertise*



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 & Motion Design
- New Media - (GUI / social media)
- Print Media - (offset / digital)
- Electronic Media - (video direction / production)



TECHNICAL KNOWLEDGE

Design



Image Manipulation



Motion



Web / Rich Media



Documentation



major *accounts*

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

Dubai Islamic Bank
Habib Bank AG Zurich, Dubai
ABN AMRO, Dubai

Eagle Hills
The Els Club
Abu Dhabi Golf Club
Dubai Sports City
Al Tayar Travel and Tourism Group
Madina Mall, Dubai

DP World (Dubai Ports & Authority)
United Arab Shipping Company
Dragon Oil
Oman Trading International, Oman

XEROX Emirates / Middle East
Dubai Cares

L'Oréal
NIVEA
LIVAITE Cosmetics
GIORDANO

Shangri-La Hotel, Abu Dhabi
Chelsea Hotel Apartment, Dubai
Taj Hotel, Dubai
W Hotel, Doha
Nakheel Hospitality and Leisure, Dubai
MR Hospitality, Dubai
Last Exit, Merass Holding Dubai
Bin Majid Hotels & Resorts
Golden Tulip

Berlitz Corporation
Hale Education Group
The Arbor School

about *me*

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 Fine Arts, Major Graphic Design, 1984-1988



CERTIFICATIONS

- Website Designing, Flash Animation, 2000
- 3d Modeling (studio max) 2001-2002 (not practicing any more)
- Web Rproject Management, 2013
(from eclasses.org IWA - International Webmasters Association)
- **In Progress:** Design Thinking / Gestalt Psychology and Web Design /
Web Design for Usability (from Interaction Design Foundation)



EXPERTISE

Creativity • Visualisation • Art Direction • Team Management
Web Mobile UI design • Photography (HDR image editing)
Animation • Print Production



MEMBERSHIP



INTERACTION DESIGN
FOUNDATION

WORLD
PHOTOGRAPHY
ORGANISATION



thank *you*



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