



WAQAR ALI BHATTI

Graphic Designer | Video Editor | Digital Marketing Specialist

Location: DUBAI, UAE | Open to Relocation | Phone: +971 56 88 54 753 | Availability: Immediately
Email: waqaralibhatti.ae@gmail.com | LinkedIn: www.linkedin.com/in/waqar-ali-bhatti-graphic-designer
Portfolio: <https://www.behance.net/waqargraphicdesigner>

PROFESSIONAL PROFILE

Creative and detail oriented **Graphic Designer, Video Editor, and Digital Marketing Specialist** with over **6 years** of experience in crafting visually compelling designs and engaging multimedia content across various digital platforms. Expert in transforming concepts into impactful visuals, managing projects end-to-end, and elevating brand presence through strategic social media marketing. Known for meeting tight deadlines, maintaining brand consistency, and delivering high-quality results that exceed client and audience expectations.

SOFTWARE & SKILLS

Design Tools

Adobe Creative Suite

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro

CorelDraw

Figma

Canva

Marketing & Web

Familiar with AI Tools for Design & Marketing

Social Media Marketing

- Facebook
- Instagram
- Tiktok
- YouTube
- Snapchat

CGI Ads Design

WordPress

Soft Skills

Team Management

Time Management

Business Communication

Productivity

Word

Excel

PowerPoint

KEY ACHIEVEMENTS

- Designed over **1,000+ custom graphics**, including **Real Estate Ads, Motion Graphics, Packaging Design, Logos, Flyer, And Website Assets**, for clients across diverse industries, enhancing online presence.
- Successfully delivered 300+ freelance design projects via platforms like **UPWORK** and **FIVERR** with a consistent client satisfaction rate of 95%.
- Increased client **social media** engagement by 50% through targeted design and marketing initiatives.

WORK EXPERIENCE

R2Auction - SK World Graphic Designer, Video Editor & Digital Marketing Specialist

Dubai, United Arab Emirates

March 2024 – March 2026

Responsibilities:

- Designed marketing materials, Social Media Graphics, UI/UX Designs, Packaging, and Motion Graphics, enhancing brand identity across digital and print platforms.
- Produced video content tailored for online platforms, improving audience engagement by 50%.
- Executed marketing campaigns that increased brand visibility, online reach, and follower growth.
- Collaborated with cross-functional teams to align creative assets with business goals, ensuring consistent messaging and higher campaign effectiveness.

Responsibilities:

- Delivered tailored design solutions for clients including Gateway Security & Training UK, ANK Global, BAZ Packaging, Al Qadir Real Estate & Builders, CCL Pakistan, and MeetCoach Dubai, enhancing brand recognition.
- Designed visual assets including Brochures, Catalogue, Packaging, Social Media Posts, Motion Graphics, and YouTube thumbnails.
- Designed high-quality videos across digital platforms, boosting online visibility.
- Developed UI/UX designs and motion graphics that strengthened brand identity across digital platforms.

SAVOUR Foods Pakistan Graphic Designer, Video Editor & Digital Marketing Specialist

Lahore Pakistan
March 2022 - May 2023

Responsibilities:

- Designed brand-aligned Packaging, Catalogue, Banners, and Animations to maintain a cohesive brand identity.
- Edited and produced high-impact promotional videos for marketing campaigns, social media, and events.
- Created engaging visual content and motion graphics to boost audience engagement presence.

JMC - Charity Hands Foundation UK Graphic Designer, Video Editor & Digital Marketing Specialist

Lahore Pakistan
January 2020 - February 2022

Responsibilities:

- Created visually compelling Packaging, Catalogs, Banners, and Print Materials to strengthen brand identity and market appeal.
- Developed and managed digital content strategies to maintain a cohesive and engaging online presence across platforms.
- Led targeted paid media campaigns, driving increased brand visibility, audience engagement, and qualified lead generation.

DIPLOMA & CERTIFICATION

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| Graphic Designing | PFTP - Professional Freelancing Training Program |
| Graphic Design & Digital Marketing Specialist | City & Guilds of London Art School – CISD LHE Pakistan |
| Web Design | University of Punjab |
| Amazon VA | Punjab Board of Technical Education |
| Diploma in Information Technology (DIT) | CIVIC Lahore |

ACADEMIC CREDENTIAL

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| Intermediate | BISE Lahore Board Pakistan |
| Matric | BISE Lahore Board Pakistan |

LANGUAGES

English | Urdu | Hindi