

ISRAR AHMED

Lead Graphic Designer



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With over 10 years of experience in graphic design and digital advertising, I specialize in crafting impactful marketing campaigns, social media creatives, and performance-driven designs. My expertise spans across digital platforms, print, and marketing collateral, where I consistently deliver high-quality, results-oriented solutions.

EDUCATION

Bachelor of Engineering, Information Technology

UP Technical University, India |
2009 - 2013

Senior Secondary Education

St. Mary's Convent Sr. Sec.
School | 2007 - 2009

SKILLS

- Design and research
- Social media marketing
- Visual design
- Branding
- UI Design
- Blogging
- Photography

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Proficient in latest AI-powered tools

WORK EXPERIENCE

Lead Graphic Designer

DB Digital | Jan 2025 - Present

- Leading creative direction for marketing campaigns
- Overseeing design strategy across digital platforms
- Collaborating with cross-functional teams for brand growth
- Mentoring and guiding the design team

Sr. Graphic Designer

DB Digital | Sept 2021 - Dec 2024

- Designed and researched concepts for marketing campaigns
- Developed innovative ideas for digital and print ads
- Partnered with the content team to execute campaigns
- Managed social and web marketing creatives

Graphic Designer

DigitaLBi India | April 2019 - Aug 2021

- Design and research content for brands for different platforms for marketing and advertising
- Client meeting and brief discussion about different goals
- Branding and brand guidelines for a new business
- Covering events and curating content for social media
- Executing different on-ground and digital activities

Graphic Designer

Havas Media India | June 2016 - Feb 2019

- Designed and researched campaigns for multiple brands
- Branding guidelines

Social Media & Design Executive

Freshmonk.com | June 2015 - May 2016

- Developed a social media strategy