



# BISMA JAVED

## GRAPHIC DESIGN & MARKETING

Experienced in creating designs that make an impact, deeply connected to the organic rhythm of creation. I excel in crafting impactful designs.

**My expertise in Design & Marketing include: branding, logos, packaging, web & phone interface design, social media graphics and space visualization.**

I cultivate ideas into designs that resonate with authenticity and life.



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Dubai, UAE



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[behance.net/bismajaved](https://www.behance.net/bismajaved)

### SOFT SKILLS

- Discipline
- Communication
- Teamwork
- Problem Solving

### TECHNICAL SKILLS

- Graphic Design
- UI/UX Design
- Social Media Marketing
- Project Management

### SOFTWARES

- Adobe Creative Suite
- Figma
- MailChimp
- Zoho / Asana / Trello

### EXPERIENCE



#### HeroGo - OTT Entertainment Platform

Texas, United States.

Sep 2023 - Aug 2024

Graphic Designer - Marketing

- Optimized user flow of the OTT platform, enhancing experience for a diverse consumer market.
- Led design strategies from inception to execution, collaborating with research and content teams, resulting in a 62% increase in time spent on the platform.
- Created all marketing materials, including social media posts, videos, GIFs, memes, & Mailchimp email templates, boosting social footprint by 15% weekly.



#### Briskly Ways - Ecommerce & Marketing

Maryland, United States.

May 2022 - Aug 2023

Graphic Designer

- Overlooked a team of designers in executing and rebranding campaigns, achieving a 45% increase in engagement within 6 months.
- Managed eCommerce websites for clients, resulting in a 40% boost in store engagement & organic search traffic.
- Directed a team to create A+ Content for Amazon store owners along with packaging design, enhancing the presentation & appeal of multiple products.



#### Block 360 - Web3 & Blockchain

Dubai, UAE.

Jan 2022 - Apr 2022

Graphic Designer

- Collaborated with a team to maintain the internal style guide and implement new design patterns for company merchandise.
- Designed all marketing material for Middle East clients, including seminar banners, brochures, print material, and digital marketing assets.
- Created visual content for social media, leading to a 112% increase in engagement.



**Hayan Systems - Software Development**  
Islamabad.

**May 2020 - Oct 2021**  
**Lead UI/UX Designer**

- Led a team to develop iOS and Android web and phone applications for a diverse niche of clients.
- Collaborated with developer teams and managed products from research through user testing.
- Designed, prototyped, and user-tested Pixel Bodo, an Android app for the creative community to share, re-share, and collaborate on work.



**UshAR - Software Development**  
Islamabad.

**Nov 2019- Mar 2020**  
**UI/UX Designer**

- Conducted user research with a team to develop improved interface iterations.
- Worked on retail and management products for Middle Eastern and Asian clients, gaining valuable experience with the in-house UX team.
- Collaborated with developer teams to enhance user interaction with Fleet System web applications, leading to a 24% increase in retention.



**Miradore Productions - PR Marketing Firm**  
Dubai, UAE & Islamabad.

**Oct 2018 - Sept 2019**  
**Graphic Designer**

- Conceptualized and designed all print media for marketing purposes along with the senior team of 23 people.
- Created visual designs for clients like World Bank for seminars and exhibitions along with strategizing the layouts for marketing events on site.
- Designed aesthetically pleasing branding and advertising, increasing customer interest by 15%.
- Delivered monthly presentations to 30+ clients boosting brand conversion by 20%.



**Interwood Mobil - Furniture Design Firm**  
Islamabad.

**May 2017 - Sept 2018**  
**Furniture Designer - Space Visualizer**

- Collaborated with clients and a team to understand unique requirements and translate their vision into stunning furniture pieces.
- Utilized CAD software to create detailed technical drawings and sketches, leading to increased customer satisfaction.
- Participated in design and brainstorming sessions with the team to develop a living room furniture range.



## Education

- Bachelors of Industrial Design 2015 - 2019  
National University of Sciences & Technology - NUST