

# SYED MAHMOOD ALI



I am a creative with extensive experience in multimedia and print design. Exceptional collaborative and interpersonal skills; dynamic team player. Highly skilled in client and vendor relations; talented at building and maintaining "win-win" partnerships. Passionate and inventive creator of innovative campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

## EXPERIENCE

- 2020-Present**  
**Spectrum | VML Y&R PK**  
ASSOCIATE CREATIVE DIRECTOR (Art & Design)  
Work alongside the Creative Director to develop design concepts and directions for marketing materials, campaigns and multiple projects. Make conceptual and stylistic decisions.
- 2012-2020**  
**Spectrum | VML Y&R PK**  
CREATIVE MANAGER (Art & Design)  
Manage and coordinate design projects from concept through completion. Work closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Expertly convert features to benefits to achieve client objectives.
- 2009-2012**  
**Manhattan International**  
ASSOCIATE ART DIRECTOR  
Successfully translated subject matter into concrete design for promotional campaigns and marketing collateral. Participated in team effort to produce streamlined designs of POS (Point of Sales) materials.
- 2006-2009**  
**Creativedge Communications**  
SENIOR VISUALIZER  
Responsible for developing designs briefs by gathering information and data to clarify design issues. Producing accurate and high quality work.

## EDUCATION

- Bachelor of Design**  
UNIVERSITY OF KARACHI-PAKISTAN
- Diploma in Multimedia**  
ARENA MULTIMEDIA - PAKISTAN



moodali@gmail.com



+92 346 2736469



<https://www.behance.net/moodali8313>

## SKILLS

### Professional

ADOBE PHOTOSHOP



ADOBE ILLUSTRATOR



ADOBE INDESIGN



ADOBE PREMIER



3D MAX



### Personal

CREATIVE



TEAM LEADER



READING SKILLS

