



**Sheikh Mohsin**  
Creative Executive

## PROFILE:

A hard working & talented individual with 4+ years of invaluable hands-on experience in handling several simultaneous creative design projects, graphics design, website, concept creation, 2d animations, ads and visual conceptualization equipped with the ability to escalate brand awareness by utilizing skills gained in the creative industry, being able to overcome problems and objections, to identify opportunities, build long term mutually beneficial relationship with clients and workforce.

## CONTACT ME



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Lahore, Pakistan

## SOCIAL LINKS

LinkedIn

[pk.linkedin.com/in/mohsin-shykh-462461155](https://pk.linkedin.com/in/mohsin-shykh-462461155)

Behance

[behance.net/mohsinshykh](https://behance.net/mohsinshykh)

YouTube

[youtube.com/c/masterminddigitalservices](https://youtube.com/c/masterminddigitalservices)

Facebook

[facebook.com/masterminddigitalservices](https://facebook.com/masterminddigitalservices)

Instagram

[instagram.com/mastermindservices](https://instagram.com/mastermindservices)

Website

[www.masterminddigitalservices.com](https://www.masterminddigitalservices.com)

## ACADEMIC EDUCATION:

### BS in computer science

University of Lahore

### FSC in Engineering

Punjab College (Lahore)

### Matric in Science

The Lahore garrison school

## AREA OF EXPERTISE:

- **Advanced Graphic Design**
- **UI/UX Design**
- **Website Design**
- **Media Production**
- **SEO & SMM**
- **Infographics Design**
- **Print Graphic**
- **Promotional Material.**
- **Google Ads etc.**

## TECHNICAL SKILLS:

### ADOBE SUITE:

Photoshop, illustrator, XD, after effects and premier pro.

## PERSONAL PROJECTS:

### BrightlensX:

Photography and videography.

### Mastermind Digital Services:

Website development, SMM, Graphic Design, SEO, Brand Development etc.

## INTERESTS:

- YouTube videos making
- Social networking
- History knowledge seeking
- Game development
- Photography

## WORK EXPERIENCE:

### Wadi Adan Group

#### Creative Executive

2021-continue

Website Development, Google & Social Ads Management, Social Media Strategy, social and printing design work

### FOOTLIB by KTM

#### Graphic Designer & Photographer

2020-2021

Establish and manage graphic designs that includes OOH design and social media designs.

Product photography and treating images for website.

Promotional ads making.

### Freelance

#### Graphic Designer

2017-continue

Developed graphics and layouts for product illustrations, logos and business cards.

Conceptualize Gif animation, 2d videos.

Websites and apps landing pages and mockup designs

Creative advertising content for various media, including catalogs, menus, flyers, posters, t-shirt and product packaging.

### AMIEE Travels & Tour

#### Graphic Designer & Editor

2019-2020

Social media posts, flyers, gifs and video ad making

### Quality Box Packaging

#### Graphic Designer

2018-2019

Logo design, box packaging design And websites design.

## REFERENCE:

Alka

Operational Manager  
Wadiadan Group, UAE.

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