

Graphic & UI Designer

UMAR LAGHARI

Graphic & Web Designer

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Portfolio: www.umarlagharidesigns.com

SUMMARY

A dynamic Marketing & Website Graphic Designer with over 3.5 years of experience creating impactful designs for branding, social media, and web interfaces. Recognized for driving user engagement through visually compelling graphics and modern, user-friendly UI/UX designs.

SKILLS

Marketing Graphic Design

Brand Identity Design | Marketing Collaterals Design | Visual Communication | Social Media Design | Infographics | Typography | Colors | Layout

Website Design and WordPress Development

User Interface Design | Feature-images & other UI assets | HTML5 | CSS | UX/UI Design | WordPress Development | Content Management WordPress

Design & Management Tools

Figma | Adobe Creative Cloud | Adobe Photoshop | Adobe Illustrator | WordPress | MailChimp | Zoho Campaigns | Jira | Trello | Hubstaff

WORK EXPERIENCE

Head of Designs

Global Data 365 | Dec 2022 – Oct 2024

- **Led Branding Efforts:** Designed the company logo, brand guidelines and created a design system to ensure a consistent look across all platforms.
- **Website Design:** Designed the website's user interface (UI) in Figma and developed it in WordPress, incorporating effective content management practices. Delivered a modern and user-friendly website that generated more leads and increased user engagement by 10x.
- **Email Marketing:** Made eye-catching email templates and banners that boosted click-through rates and made campaigns more effective.
- **Social Media Graphics:** Created engaging visuals for social media campaigns, including posts, infographics, and carousel PDFs, that increased audience interaction and brand visibility. 275% LinkedIn growth in 2 years.
- **Corporate Materials:** Designed various corporate materials like documents, posters, brochures, business proposals, presentations, and client case studies to support communication needs.
- **Team Lead/Collaboration:** Collaborated with marketing teams, copywriters, and other stakeholders to conceptualize and execute design projects that align with brand guidelines. Led the design department, effectively managing the team to deliver high-quality visuals.

UI & Graphic Designer

Viral Square | Sep 2021 – Oct 2022

- **Branding and Social Media Visuals:** Designed logos and branding guidelines, created social media graphics and print materials. Developed print materials such as posters, brochures, company profiles, and case studies, and designed marketing collateral like bags, letterhead, and welcome pack materials.
- **UI Asset Delivery:** Worked with UI/UX designers to create high-quality UI assets that improved the user experience of digital products.
- **Video Content:** Produced videos, including editing, animation, and GIFs, from start to finish.

Creative Graphic Designer

MadiLinks | Feb 2021 – July 2021 (part-time)

- **Logos And Social Media Design:** Designed logos and created social media posts and banners for multiple brands. Ensured that each design aligned with the brand's guidelines, capturing the brand's essence and message.
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PROJECTS

Web & Graphic Designer

CloudKitect | Feb 2024 – Present (part-time)

- Redesigned the logo and website (Figma + WordPress) while creating a design system and brand guidelines.
 - Produced visuals for blogs, feature images for blogs, including posts, infographics, and whitepapers.
 - Used Zoho CRM Plus, Zoho Campaigns for Email Template.
 - Designed Generative AI Web Application.
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CERTIFICATIONS & ACHIEVEMENTS

- **Foundations of UX Design** – Google (Coursera)
 - **Brand New Brand** – California Institute of the Arts (Coursera)
 - **Graphic Design Masterclass** – Lindsay Marsh Design (SkillShare)
 - **Employee of The Year** – Global Data 365 (2022-2023)
 - **Employee of The Month** – Global Data 365 (April 2024)
 - **Employee of The Month** – Global Data 365 (July 2024)
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EDUCATION

University of Education — Bachelor of Science

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