

NAVEED MOHAMMED

SENIOR GRAPHIC DESIGNER

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Portfolio: www.naveedmohammed.com



CAREER SUMMARY

Highly motivated and results-oriented Senior Graphic Designer with 6+ years of experience in conceptualizing, executing, and delivering impactful visual solutions. Proven ability in Graphic Design, including branding, advertising, print media, social media, and marketing collateral. I seamlessly manage projects from inception to completion, effectively lead and delegate tasks, and consistently meet deadlines while demonstrating exceptional problem-solving skills. I collaborate adeptly with cross-functional teams to achieve strategic design goals.

KEY COMPETENCIES / SKILLS

Branding	Photoshop	Typography	Task Delegation
Advertising	Illustrator	Design Trends	Leadership
Print Media	InDesign	Visual Communication	Communication
Social Media	After Effects	Brand Identity Design	Collaboration
Packaging	Adobe Creative Suite	Project Management	Time Management

PROFESSIONAL EXPERIENCE

The First Group - Food & Beverages

Senior Graphic Designer

May 2022 - Present

Dubai, UAE

Delivering impactful visual solutions for over 15+ restaurant brands within The First Group, Spearheading all graphic design needs from concept to execution.

- Developed and executed cohesive and strategic brand identities, including logos, branding guidelines, and visual communication strategies, for diverse restaurant concepts.
- Led the design and production of a comprehensive suite of marketing materials, ranging from engaging menus and captivating wall murals to eye-catching advertising campaigns and informative table tents, ensuring consistency with brand identity and marketing objectives.
- Managed and collaborated with cross-functional teams (marketing, operations, vendors) to streamline the design and production process, ensuring timely and successful project execution across all restaurants.
- Mentored and nurtured the professional development of junior designers, fostering their creative skills and technical expertise to contribute effectively to the team.
- Demonstrated exceptional time management and organizational skills by juggling multiple projects concurrently, consistently meeting deadlines while maintaining high-quality design standards.
- Leveraged strong negotiation skills to secure cost-effective solutions from various vendors for production and printing.
- Stayed current with F&B design trends to ensure all visuals aligned with the latest consumer preferences.

VDESIGNU - Agency
Graphic Designer - Co Founder

2019 - 2022
Hyderabad, India

Co-founded VDESIGNU, a creative agency, taking an active role in its establishment and initial growth.

- Collaborated closely with clients to understand their design needs and translate them into impactful visual solutions.
- Managed multiple projects simultaneously, consistently exceeding deadlines and ensuring high-quality deliverables.
- Led the development of winning proposals and pitches, securing new business opportunities that fueled the agency's expansion.
- Contributed to the development of branding, marketing materials, and other creative assets for diverse clients.

EDUCATION & CERTIFICATIONS

Bachelor of Computer Applications

Hyderabad, India - 2016 2019

Kakatiya University

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