

AKBAR ALI

Graphic & Visual Designer

 +971 55 93 95 607

 akbarabu87@gmail.com

 www.behance.net/akbarabu

 linkedin.com/in/akbar-ali-b9b794b2

 Dubai, UAE

Education

Bachelor of Science Visual Communication
2019 - 2022 | Chennai - India

Diploma in Computer Science Engineering
2007 - 2010 | Chennai - India

Skills

Adobe Creative Suite
(Illustrator, Photoshop, InDesign, Adobe XD, Premiere Pro, After Effects)

Brand Identity Design, Print & Packaging Design

Social Media Design, Video editing, Motiongraphic Ads UI design, Typography, Corporate Branding, Ai tools, Midjourney, leonardo Ai, Color Theory, ChatGPT etc.,

Languages

English, Arabic, Hindi, Tamil & Urdu

Online Certifications

Design Thinking in 3 Steps - Udemy
Instructor: Design Strategic Design, Alan Cooper

Leadership: Practical Leadership Skills - Udemy
Instructor: Chris Croft

Adobe After Effects - Animate Complex Vector Icons - Udemy
Publisher: Andrew Pach

Graphic Design - Visual and Graphic Design - Udemy
Publisher: XSIQ

Awards

Bolt Award For constantly preserving the level of quality and growth in team 2023 - Deloitte Digital

Clients' appreciation for the excellence of the work and the creative layout designs - Deloitte Digital

Summary

Creative design professional with 10+ years of creative design experience in branding, packaging and visual digital design. I have worked with various industries in UAE, Kuwait and India including retail, hospitality and other familiar brands. I can execute branding and design strategies for my clients. I have hands on experience in print, package designs, social media promotions and more. I understand design principles and trends and always eager to learn. Besides technical skills I am also a good communicator and team player to work with clients individually or as a team.

Work Experience

Senior Graphic Designer

MBG Corporate Service - Dubai, UAE
23-10-2023 (Present)

- Creating designs for all corporate branding, social media, webinar content, video editing, motion graphic advertisements, website, event materials, company profiles, and brochures.
- Capture and edit videos and photographs for advertisements, social media reels, and other digital platforms to deliver visually engaging content aligned with marketing.
- Strategy meetings with stakeholders, contribute creative ideas, and take ownership of assigned marketing and design tasks as creative director for marketing team.
- Create compelling visual effects and ensure consistent brand messaging across all media channels, including corporate pitch decks and cross-platform marketing collateral.

Senior Designer - Creative - Strategy, Creative, Copy & Art

Deloitte Digital - Chennai - India
22-11-2021 to 17-10-2023

- Creating bold and engaging visual concepts for digital ads, editorial layouts, brand identities and high-impact social media design content.
- Collaborate with marketing teams to craft visually appealing Ads using Adobe Creative Suite and AI-enhanced tools, bringing ideas to life across formats.
- Create innovative, on-brand advertising visuals that resonate with target audiences while ensuring adherence to brand standards and project deadlines.
- Lead creative direction on design projects, mentor junior and executive designer, and implement visual consistency and quality through established SOPs and design systems.
- Contribute to strategic brainstorming sessions and guide end-stage creative reviews, delivering creatives, market-ready assets for global campaigns (USA, UK, NZ, AUS).

Senior Designer Creative

2Adpro Media Solutions - Chennai - India
06-09-2016 to 21-11-2021

- Create compelling ad visuals by applying typography, color theory, and layout principles, ensuring consistency across all assets in line with brand guidelines.
- Develop design concepts that reflect creativity, cultural relevance, and typographic excellence, and present ideas to the Associate Creative Director and design team.
- Design seasonal and content-driven creatives tailored to regional markets (USA, UK, New Zealand, Australia), adhering to each brand's corporate font and SOP quality standards.
- Produce high-quality creatives for print publications, including newspapers and magazines, as well as digital formats such as web banners and display ads.
- Collaborate closely with cross-functional teams—marketing, content, and web development—to ensure cohesive and integrated visual communications across platforms.

Senior Graphic Designer

Asmaa Printing Press - Shuwaikh - Kuwait
23-02-2014 to 16-06-2016

- Engage with clients to understand their creative and promotional needs, providing design proposals, estimated budgets, and timelines for approval.
- Design and produce impactful visual assets for events, private labels, seasonal promotions, and in-store campaigns—including invitations, packaging, shopping bags, die-cuts, branded print materials, and more.
- Oversee the print production process, ensuring accurate color output, precision in die cutting, and overall quality control throughout the workflow.
- Manage and maintain production schedules, ensuring timely delivery of creative assets within budget constraints and project specifications.

Graphic Designer

Q8Copyplus - Hawally - Kuwait
21-07-2012 to 15-07-2013

- Design and develop creative flyers, brochures, menu cards, banners, shopping bags, packaging boxes, and a variety of print and packaging design materials.
- Oversee daily design operations, guiding the creative team and ensuring efficient collaboration with customer service and production teams.
- Meeting with clients to present compelling design solutions that align with brand and marketing goals.