



Usman Mansoor Butt

Sr. Creative Director

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903 Marina Suits
Marina Dubai, UAE

Energetic and insinuate creative director with a setup log of with victory driving art direction for projects, and accomplishing tall levels of projects fulfillment. Conveyance forward strong leadership skills, and thus the capacity essential to viably direct inventive advancement and style processes.

Creative Director with **15+ years** of experience in Graphic Design and 7+ years of experience in a managerial creative position.

Won the 2004 Best Designer Awok Award Supervised the design Department.

Solid accomplishment planning and actualizing a wide scope of wage making setup ventures, from start to celerity. Make cross-practically to build understanding and ensure ventures meet all accomplishments, cutoff times. Impulses alter modern development and inventive cycles whereas ensuring consistency with corporate standards. Overseen all viewpoints of campaign design, counting development, improvement, and execution.

Professional Experience

+ Head of Design Department, 3/2013 to Present

- AWOK JLT Dubai United Arab Emirates

Lead designers, Illustrators, Photographers, studios, and Cartographers to create keep up plan concept, substance, and visual approach of different distributions

Make plan subject and illustrations, Designs and storyboards centered on B2B and B2C online, print & Social Media promoting campaigns. Review all generation materials on key ventures and give signature authority; oversee operational, vital, budgetary, offered survey, regulatory capacities and ensure compliance with and execute corporate guidelines.

Selected Achievements:

Given creative vision and concept arrange through assembly strict turnaround plan. Significantly extended online nearness by leveraging capacity for advertising drift analysis and cutting edge plan; influenced 300% income increase in key channels.

+ Senior Graphic Designer, 2013/2015

- AWOK Dubai, United Arab Emirates

Driving the visual course of a number of ventures, counting mobile and tablet apps, responsive websites. Create modern plan topics for showcasing and design materials. Collaborated with the creative team to plan and create graphic work of art for marketing, web, social media and limited time materials.

+ Senior Web Designer & Developer, 2009/2012

- Xperts PK (Tornado Computer Trading LLC Dubai)

Designed domestic and oversees production of all plan tests and models to finalize each project. Build up rd part centered on innovation prospecting and forward-looking troublesome patterns in item plan and UX. Provides realistic plan help to web advancement team & collaborate with the designers, review, and comment on work, supervise the plan as well as go to campaigns that are particularly entrusted to me.

+ Designer & Developer, 2001/2009

- Freelancer Domestic & Overseas

Work with groups in creating, designing, front-end developing and creating brand-extending and cross-channel campaigns counting print advertisements, tv advertisements, item launches, brochures, advertorials, Web destinations, standard advertisements, announcements, portable campaigns, logos, item bundling, and more.

+ Areas of Emphasis

- Full Life Cycle Project Management
- Cutting-edge Graphic Design
- Web Usability Best Practices / UI UX
- Targeted E-mail Campaigns
- Newsletters / Brochures / Flyers
- Press Releases & Media Kits
- Mechanical Art / Print Production
- Style Sheets & CSS 3 / Sass
- Cost Control / Budget Administration
- Media Relations
- App and Web Push Notifications
- Studio Operations
- Social Media Campaigns
- Video Content Production

+ Education

- Bachelor of Arts (2009)
- Intermediate of Arts (2006)
- Matriculation in Arts (2003)

+ Design & Tech Skills

- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Illustrator
- Adobe Animate
- Adobe XD
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe Indesign
- Figma
- Sketch
- HTML5
- CSS 3
- Final Cut Pro
- Procreate
- Prototypes

+ Core Competencies

- Excellent communicator
- Proven leadership skills
- Analytical thinker
- Dedicated employee
- Ethical and honest
- Success driven
- Ambitious spirit