

# MUDASSAR ALI

## GRAPHIC DESIGNER -VIDEO EDITOR

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**Portfolio:**

<https://ma3237427.wixstudio.com/graphicfolio>

## PROFILE

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I'm Mudassar Ali skilled Graphic Designer with 5 Years of professional experience working at prominent companies in Islamabad, including Kapra Group Developers, RSA International WebGenieSoft & Futurlift Marketing Agency. I have Throughout my career, demonstrated my creativity and versatility by designing a wide range of materials, such as business cards, banners, and employee cards Reel Covers, social media post designs and I have 7 months of experience in Video Editing Reels. My passion for visual storytelling and attention to detail have enabled me to deliver impactful designs that enhance brand presence and engage audiences effectively.

## EXPERIENCE

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### GRAPHIC DESIGNER -VIDEO EDITOR

**Aug2022-Mar2024**

#### KAPRA GROUP DEVELOPERS

I have worked in Kapra Group Developers as a graphic designer and video editor. My Role there to design visually appealing social media posts facebook banner to create branding like letterhead bill receipt design. As a video editor my role at kapra group to create animated reel videos of there different types of projects. Kapra Group is basically has 4 projects that are running now Kapra Center, Khyberdarbar Restaurant, Chiffon Tower and Apna Bazaar.

Apna Bazaar is Specific for clothing market where they sell ladies Gents and kids Cloths as well as ladies bags jewelries etc. In Khyberdar Darbar Restaurant They give variety of foods. Chiffon Tower is For to invest in their tower like in they have spaces Available to invest in. Kapra Center is basically defined to invest in to buy shops to grow their business in very easy Installment Plans. All these Projects Under in Kapra Group is a real estate company where they sell societies and shopping malls etc.

I have worked in Kapra Group at about 1.8 years. I have work as a video editor in Kapra group about 6 months including graphic design Experience.

### GRAPHIC DESIGNER

**Feb2019-Jul2020**

#### FUTURLIFT DIGITAL MARKETING AGENCY

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I worked as a Graphic Designer at FuturLift Digital Marketing Agency for one year, where I was responsible for creating engaging social media posts, banners, reel covers, story highlight icons, and various other graphics. FuturLift specialized in serving medical and aesthetic clinics, helping them grow through quality lead generation and impactful visual content—setting it apart from traditional marketing agencies.

During my time there, I gained valuable hands-on experience and significantly enhanced my design skills. I had the opportunity to learn from senior designers who provided guidance and support whenever I encountered challenges. With the experience I've gained, I now feel confident in my ability to produce compelling designs that effectively connect with business owners and stakeholders.

I have create clinic ad creative in futurlift to boost clients clinic and to get more patients and grow their clinics, I have design reel cover of every client that handover to me and then I have to design 6 reel covers for them.

GRAPHIC DESIGNER

RSA INTERNATIONAL COMPANY

Feb2017-May2018

I worked at WebGenie Software House for approximately six months as a Graphic Designer, where I was responsible for crafting visually engaging social media posts, eye-catching web banners, and performing detailed image editing for their blog publishing platform. My role involved creating aesthetic and brand-consistent visuals that aligned with WebGenie's digital goals. I collaborated closely with the content and development teams to ensure the graphics complemented the website's user experience. This experience enhanced my ability to produce high-quality digital content under tight deadlines while maintaining creativity and attention to detail.

GRAPHIC DESIGNER

WEBGENIE SOFTWARE HOUSE

Jul2018-Dec2018

I worked at WebGenie Software House for approximately six months as a Graphic Designer, where I was responsible for crafting visually engaging social media posts, eye-catching web banners, and performing detailed image editing for their blog publishing platform. My role involved creating aesthetic and brand-consistent visuals that aligned with WebGenie's digital goals. I collaborated closely with the content and development teams to ensure the graphics complemented the website's user experience. This experience enhanced my ability to produce high-quality digital content under tight deadlines while maintaining creativity and attention to detail.

EDUCATION

MATRICULATION

Allama Iqbal Open University

Feb 2018 Dec 2020

F.A GENERAL

Allama Iqbal Open University

Feb 2020-March 2022

B.A(ASSOCIATE DEGREE)

Allama Iqbal Open University

May 2024-Feb 2026

SKILLS

Social Media Post Design

Animated Video Reels

Business Card Design

Stationary Design

Flyers & Brochure Design

Logo Design

HOBBIES & LANGUAGES

Gardening   Designing   Playing Cricket

Urdu   English

CERTIFICATE

Certificate in Graphic Design-Masia Institute Rawalpindi

March-2020

TOOLS

Adobe Illustrator.   Adobe Photoshop.   Adobe premiere pro