

Kanwal Nasir

VISUAL & MARKETING DESIGNER

United Arab Emirates

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WORK EXPERIENCE

SUMMARY: With over 5 years of experience in branding, visual design, and audience engagement, I have led impactful initiatives across diverse industries. Currently, as part of the Brand and Audience Design team at Farfetched Ideas, I specialize in crafting distinctive, audience-focused solutions that drive brand recognition and foster meaningful connections. Previously, I played a pivotal role at Eastgate Industries, where I developed design strategies to elevate brand presence, enhance digital outreach, and support business growth in the IT, cloud, and consultancy sectors through visually aligned campaigns.

Farfetched ideas

Senior Designer

June 2024 - Current
May 2020 - 2021 Nov- Past
Remote

- Led the creative strategy and design execution of weekly one-pagers and brand communications for global IT and cloud solution providers.
- Enhanced social media presence through targeted visual content, improving engagement and reach across digital platforms.
- Designed impactful presentations and motion graphics that captured client and audience attention, increasing digital interaction.
- Delivered visual content for major clients including Spen Storage Solutions, Tsunati, Veeam, and Ariginal, supporting global marketing efforts.
- Collaborated with KAPS in the United Arab Emirates, creating localized design assets aligned with regional brand strategy.

Eastgate Industries - Bareezeman

Assistant art director

Sep 2023 - May 2025
Full-time

- Campaign Design: Managed the entire process—model selection and set design to choosing photographers, videographers, makeup artists, and creating mood boards. Directed print and online campaigns, delivering compelling visuals that boosted brand visibility. Successfully launched 10+ campaigns, contributing to measurable marketing results and brand growth.
- Print Design: Executed creative print assets for Dubai and Pakistan markets, including mall branding, billboards, magazine ads, flyers, brochures, catalogs, posters, standees, price tags, gift cards, shop visuals, and fabric branding—boosting campaign success and brand visibility across regions.
- Packaging Design: Developed premium, brand-aligned packaging solutions including tags, labels, boxes, and shopping bags. Focused on delivering a cohesive visual identity across all touchpoints while enhancing the customer unboxing experience and reinforcing brand perception.

Vowels

Creative Executive

May 2022 - Jan 2023
Full-time

- Developed creative concepts and visual designs tailored to diverse client needs in automotive, real estate, and FMCG sectors—ensuring each project reflected the brand identity.
- Delivered impactful design solutions for clients like Honda Motors, Parkview City, Shakarganj Foods, and Syngenta, contributing to campaign success and brand visibility.
- Produced marketing collateral including print ads, digital assets, brand visuals, and promotional materials aligned with communication goals.
- Maintained consistency, precision, and visual quality across deliverables while meeting deadlines and adapting to changing project needs.
- Recognized for a solution-focused mindset and strong visual execution across fast-paced, high-profile campaigns.

PORTFOLIO

www.kanwalnasir.com



TOOLS

After effects

Figma

Canva

Procreate

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere

EXPERT

EXPERT

EXPERT

EXPERTISE

CORE DESIGN EXPERTISE

Skilled in maintaining design systems and developing brand strategy, positioning, and guidelines. Experienced in designing cross-platform brand assets and creating engaging content for digital campaigns. Specialized in inclusive digital experiences, usability testing, and accessible design. Proficient in visual storytelling, motion graphics, and crafting content that resonates with diverse audiences.

PROJECTS

Sherhernama (Thesis Project): Illustrated Andron Lahore architecture paired with fictional stories.

Screen Printing Project: Created unique fabric designs using multiple screen printing techniques.

Deco Currency Design: Created a conceptual currency system showing how perception shapes privilege and status during the Art Deco era, blending design with social commentary.

Travel Website: Designed a heritage site for Androon Lahore with booking, loyalty, and virtual tour features.

EDUCATION

2019 - 2023

Beaconhouse National University

Bachelors in Visual Communication Design.

GPA 3.34/4.00

2017- 2019

University of the Punjab

Bachelor of Arts

Language

- English
- Urdu
- Punjabi